

# CPH Key Brand Messages

## A Brief Introduction –

In 2019, along with developing our five-year strategic plan, we began a process of exploring our College’s brand to evaluate our reputation and what we contribute to the field of public health. We have completed this process and, through it, found better ways to represent and communicate what we do, who we are, values that guide our work, and what we can offer students, our communities, and the field of public health.

This guide will introduce you to the CPH’s key brand messages for teaching, research, and communities we serve.

These key messages serve as anchor points in communicating about CPH to whatever audience you may be interacting with. Think of them as your key talking points when you want someone to know who we are and what we’re all about.

From this brand development work, we further created a new tagline, and the College’s new mission, vision, and values statements also had their roots in this work.

**Our Vision:** A healthier, safer, more equitable world for all in Georgia and the world.

**Our Mission:** To advance the health of all. Through research, hands-on learning, and community engagement, we commit to improving the **public’s health** in Georgia, our nation, and the world.

**UGA CPH Tagline:** Pursue understanding. Take Action.

## **UGA Core Values:**

### **Collaboration**

Protecting and improving the public’s health requires collaboration among many sectors. We foster effective partnerships with government, non-profits, foundations, our colleagues, our communities, experts in other fields and practice, and the communities and populations we serve. We lift up the talents of everyone and the unique contributions that each of us make to improving the public’s health.

### **Compassion**

We deeply care about our students, each other, the work we do, and individuals in the populations we serve.

### **Courage**

We strive to do what is right to promote and protect the health of all.

## UGA CPH Key Messages

### **Data-Driven**

We use metrics to assess progress toward our goals and align resources in an efficient and transparent manner.

### **Diversity**

Diversity in backgrounds, culture, and experience is the source of comprehensive understanding and knowledge. We celebrate the background, experience, and identity among our students, staff, faculty, and populations we serve.

### **Engagement**

We build authentic partnerships with the communities and populations we serve.

### **Equity**

Our quest to achieve equity drives our research, education, and community engagement to ensure democratic processes, equal opportunity, and justice for all.

### **Excellence**

We confidently pursue the highest quality of work in everything we do.

### **Inclusion**

We incorporate all voices and all perspectives in all aspects of the College's endeavors.

### **Innovation**

We have passion, excitement, and drive to make the world a better place. We seek creative solutions and novel approaches for advancing public health.

### **Integrity**

In all our interactions, we are ethical, honest, fair, and responsible. We hold each other and our actions accountable.

### **Perseverance**

We recognize that the challenges of public health are ever-changing and that the road leading to health for all is often challenging. We will remain constant and firm in our pursuit of our goals.

### **Respect**

We promote community health in a way that respects the rights of individuals in that community. We have zero-tolerance for any form of harassment and/or discrimination. We commit to creating a respectful and nurturing environment for all.

### **Social Justice**

All people deserve to live their healthiest lives. We work to break down individual, structural, and institutional barriers to health.

## UGA CPH Key Messages

### Our Audiences –

Current CPH students, faculty, & staff  
Alumni and donors  
Georgia communities  
Community and civic leaders  
Prospective students  
UGA faculty and leaders  
Academic public health peers and leaders  
Non-academic public health peers and leaders  
Press and media  
General public

### Teaching & Learning Messages –

The UGA College of Public Health is **preparing** the next generation of changemakers – professionals and researchers who will stand on the front line of public health, ready to serve.

- Prepared to apply practical knowledge and insight.
  - We want to communicate real world and professional readiness. Our students are well-prepared to enter the public health workforce. They graduate with experience in applying skills and knowledge in the field. Because public health does not operate in a silo, they are able to work with practitioners, researchers, government and other organizations to build healthier communities.
- Prepared to **adapt** to the variability of the field.
  - We want to communicate flexibility, ingenuity, resilience in the face of a field where persistent and systemic issues co-exist with new and often acute crises. Our students are critical thinkers, innovators, problem solvers, and policy advocates.
- Prepared to conduct **meaningful, actionable, relevant research**.
  - We want to communicate that our faculty, students and alumni are engaging in research that will improve the public's health, that has real and lasting impact.
- Prepared to **collaborate and partner** (with communities, across sectors, with policymakers) to work to advance health equity.
  - We want to communicate an ability to work with multiple types of stakeholders with respect and inclusiveness of all ideas. Our students are focused on improving the social determinants that influence public health.

### Research and Service Messages –

The UGA College of Public Health is committed to advancing the health of all through innovative and inclusive approaches to research and community engagement.

- Committed to conducting **meaningful and action-oriented research**.

## UGA CPH Key Messages

- We are working to solve problems that impact the daily lives of Georgians and communities across the U.S. and the world.
- Seeks **creative solutions** and **novel approaches** to advance public health for all.
  - We are innovators – in our methods, our partnerships, and our outcomes/dissemination – to achieve the goal of improving health for all. We work across multiple discipline and sectors to find the right path forward.
- Committed to collaboration with the communities and populations we serve.
  - We want to communicate that improving health takes many hands, and we **actively engage** and partner with communities to find lasting relationships and solutions.
- Committed to understanding.
  - We want to communicate that CPH doesn't have all the answers, that we are **here to listen** to all voices and incorporate these perspectives in our work.
  - We want to show that we dig deeper to understand the full picture of the complex challenges we are taking on in order to find workable ways to affect change.

### General Tips –

CPH's mission, vision, and value statements are great resources for formal messaging needs, especially for projects like brochures, which are meant to last for a few years. Draw on the wording of these statements to help tell the UGA CPH story to your audience.

Don't get too caught up in specific words or phrases. Capturing the spirit of these key messages in your communications is the important thing.

When in doubt, reach out! The Communications Office is here to help!

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