



# Putting A Stake in the Ground: The CDC Motor Vehicle Injury Prevention Story

## About CDC's MVIP

As America's Public Health agency, CDC puts science into action for a safer and healthier America. Their job in Motor Vehicle Injury Prevention — a program in CDC's National Center for Injury Prevention and Control — is to provide Public Health leadership as they conduct scientific research and provide evidence-based recommendations to keep people safe on the road — drivers, passengers, and pedestrians — so that no one suffers needlessly.

## About ResearchWorks

We're dedicated to helping socially-minded organizations advance their mission and improve their bottom line. We provide marketing and communication strategies to life sciences, hospitals, nonprofits, medical device companies, and others working for improved health.

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## The Challenge

The Motor Vehicle Injury Prevention (MVIP) team at CDC was suffering from the classic public health challenge: known by people who do the same kind of work, but not well understood by the public, collaborators, and policy makers. MVIP's leader, Dr. Ann Dellinger came to us because, "People don't know who we are, what we do, or why we are even in 'Public Health'."

Through solid research, stakeholder workshops, and a customized strategy formulation process, we developed a comprehensive MVIP Brand Identity Framework™ to demonstrate the team's value, focus their efforts within the competitive landscape, and guide key business decisions. To put the MVIP Brand Identity Framework™ into action, we created: (1) a strategic communications guide with five key principles; (2) a tailored messaging platform for Congress, partners, the general public, and within CDC; (3) the elevator speech; (4) an MVIP marketing thesaurus; and (5) communication do's and don't's with hands-on examples for what to say and not say in scientific presentations, keynotes, and internal negotiations.

## The Results

Since the completion of this work, CDC Director Dr. Tom Frieden declared MVIP a "winnable battle" — one of only six elite CDC priorities receiving additional funding, support, and attention. Clearly asserting their value, living their identity, communicating consistently and effectively, and delivering on their brand promise has also strengthened MVIP's public health leadership position in the field — forging more partnerships, preventing more needless injuries and death, and enabling more people to live safer and healthier lives.

## The Marketing Magic

CDC's MVIP scientists and staff "got it." They not only understood, but valued the process and the results. The strategy and framework made sense to them. The tools were easy for them to implement, and they got immediate positive results.



## The MVIP Brand Identity Framework™

The Brand Identity Framework™ is designed to help organizations strategically focus their efforts on what constituencies value most, and to communicate effectively so that they're known and recognized for all the good they do. Below is what we created for the Motor Vehicle Injury Prevention (MVIP) team at CDC to capture the key benefits they provide, tailored to each constituency, across their three main themes.

