



OUR EXPERTISE

Consumer Health
Disability
Disparities in Healthcare
HIV/AIDS
Healthcare Financing and Policy
Hospitals and Health Systems
Lesbian and Gay Men's Health
Nutrition
Prevention Education and Health Promotion
Public Health
Reproductive Health
Rural and Frontier Health
Underserved Populations
Women's Health

OUR SERVICES

Our health and disability services include:
Communications Strategies
Public Affairs
Opinion and Market Research
Cause-related Partnerships and Sponsorships
Media Relations and Media Training
Marketing/Social Issue Marketing
Coalition Building
Grassroots Communications
Crisis Communications Planning

WITECK • COMBS COMMUNICATIONS' Health and Disability Practice is dedicated to improving people's lives and health through communications.

To achieve the goals of our clients and the direction we have set for ourselves, we must successfully capture and sustain the attention of consumers, policy-makers, healthcare providers, community-leaders and the public. By expertly building and enhancing the communications capacity of our non-profit and corporate clients alike, we have earned a valued reputation for a quality of service that is comprehensive and results-driven.

"We consider Witeck-Combs Communications a partner in our strategic planning. They embrace our issues with sensitivity, creativity and conviction. They stay on top of the news and the new developments on paralysis issues — from stem cell research to quality of life of those living with paralysis."

CHRISTOPHER REEVE, CHAIRMAN OF THE CHRISTOPHER REEVE PARALYSIS FOUNDATION

"Witeck-Combs Communications are true strategic counselors. They shape our complex issues into clear, compelling messages that everyone can understand. To call them an asset to our communications operation would be a gross understatement. They are the public address system that makes our voices heard."

KATHLEEN DEBOLD, EXECUTIVE DIRECTOR, THE MAUTNER PROJECT FOR LESBIAN HEALTH

Experience Counts

Our Health and Disability Practice team has unique health communications experience. We understand the dynamics and challenges of communicating in the health arena. Our staff diversity is by design — it sharpens our creativity and provides our clients with a mix of expertise and perspectives needed to take on almost any health-issue project or campaign.

Our team members have worked for or on behalf of a variety of health organizations and agencies including AIDS Action, The Christopher Reeve Paralysis Foundation, the Center for Science in the Public Interest, the National Organization on Disabilities, the National Organization for Women, National Rural Health Association, Presidential Task Force on Employment of Adults with Disabilities, U.S. Department of Health and Human Services, U.S. Department of Labor Office of Disability Employment Policy, the U.S. House of Representatives Rural Health Care Coalition and the American Association of People with Disabilities.

Solutions That Work

We believe the work of our Health and Disability Practice team offers the best examples of our expertise.

DISABILITY

Serving as the strategic communications counsel for the Christopher Reeve Paralysis Foundation (CRPF), we recognize the need to successfully translate controversial public health issues, public policies and complex research topics into messages that are understood and embraced by the public policy decision makers, media, foundations and the general public. We helped orchestrate the global news and public awareness of Christopher Reeve's astounding physical movement and sensory perception — through his latest book, interviews and appearances.

When the American Association of People with Disabilities sought public relations help to advance their mission and to garner much needed media visibility for the organization, they tapped WITECK • COMBS COMMUNICATIONS to implement a strategic communications plan that enhanced the public's as well as government policy-makers' understanding of disability. WITECK • COMBS COMMUNICATIONS helped to move forward AAPD's goals of full implementation and enforcement of disability nondiscrimination laws and voting rights.

HIV/AIDS

Knowing too well the communications challenges facing America's HIV/AIDS community, WITECK • COMBS COMMUNICATIONS worked with AIDS Action to elevate domestic HIV/AIDS issues at the 2002 International AIDS Conference in Barcelona, Spain, including the creation of the *National Call to Action* to accelerate national, state and community-level responses to HIV/AIDS in the U.S.

The Elton John AIDS Foundation hired WITECK • COMBS COMMUNICATIONS to promote Sir Elton John's first-ever appearance before a U.S. Senate Committee and to secure coverage for his policy expertise in the *New York Times*, *USA Today*, *CNN*, *The Washington Post*, Reuters and other global wire services including over 300 television outlets.

WITECK • COMBS COMMUNICATIONS provided the National AIDS Fund — one of America's most generous funders dedicated to eliminating HIV/AIDS as a major health and social problem — with expert marketing and communications counsel. We conducted market research among current and former members to identify key messages and membership opportu-

nities and generated new membership materials.

LESBIAN AND GAY MEN'S HEALTH

For The Mautner Project for Lesbian Health we developed and implemented a strategic communications plan aimed at healthcare professionals to help them overcome barriers to providing care for their lesbian patients. The Mautner Project has also tapped us to conduct original research and to develop an anti-smoking campaign in 2003 targeting lesbians over 40.

MENTAL HEALTH

To support the anniversary and advocacy goals of The Bazelon Center for Mental Health Law, WITECK • COMBS COMMUNICATIONS worked with The Center to design a strategic communications plan for its unprecedented mock grand jury forum, *Lost in the System*. The Bazelon Center is one of the nation's leading non-profit civil rights organizations whose precedent-setting legal advocacy has championed full participation for all people living with mental illness.

Relationships are Key to Our Success

We take pride in our results and building the reputations of our clients. Personal relationships and credibility with the health and science media and professional community are among the most valuable assets we bring to our clients. Everyday we invest in building new and stronger relationships with media, government officials and community-leaders whose decisions affect our clients' issues. From national public health, HIV/AIDS and disability leaders and policy-makers to the national and international health media, we effectively and efficiently communicate our clients' messages to those who can make a difference.

At WITECK • COMBS COMMUNICATIONS, we know the impact that community outreach and education can have on health policies and on building critical support for health issues and organizations. From organizing coalitions to implementing social marketing campaigns, our team has significant experience in successfully reaching out to diverse communities. That experience, coupled with WITECK • COMBS COMMUNICATIONS' unique expertise in the lesbian, gay, bisexual and transgender community, gives us a comprehensive understanding of why diverse audiences require specially targeted and crafted messages.

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