



For Immediate Release

**NORAL GROUP INTERNATIONAL, INC. AWARDED
CONTRACT WITH NATIONAL ASSOCIATION OF COUNTY AND CITY
HEALTH OFFICIALS' ADVANCED PRACTICE CENTERS PROGRAM**

March 28, 2011 – Washington, DC – Noral Group International, Inc. (Noral) has been awarded a contract with the National Association of County and City Health Officials' (NACCHO). Under the contract Noral will develop a brand strategy and marketing plan for NACCHO's Advanced Practice Centers (APC) Program which produces best practices resources for the nation's 2,800 local health departments.

Noral will lead research efforts to examine local health departments' current levels of awareness and perceptions of the APC Program. The research will include focus groups, a survey, and a cluster analysis of APC product engagement to date. After careful analysis to draw actionable insights from the research, Noral will develop a brand identity overview, target audience segmentation recommendations, product packaging recommendations, and a tactic-based strategic marketing plan.

"Noral admires the ability of the APC Program to impact the preparedness of local health departments across the U.S," said Eva Kasten, president and founder of Noral Group International, Inc. "In this day and age of budget cuts at all levels of government, it is more important than ever to increase awareness for the incredible free APC products that provide local health departments with turn-key solutions that represent best-in-class resources for addressing real-world public health problems."

In 2003, the Centers for Disease Control and Prevention, through NACCHO, established the APC Program. The program consists of a network of local health departments that serve the public health community by developing best practice resources and training. The program's mission is to promote innovative and practical solutions that enhance the capabilities of all local health departments and the public health system to prepare for, respond to, and recover from public health emergencies. For additional information on the APC Program, please visit <http://apc.naccho.org>.

About Noral Group International, Inc.

Noral Group International, Inc. is a research-based public service advertising and social marketing firm in Washington, DC. With unique knowledge and a twelve-year proven track record, Noral delivers results for clients in the government, non-profit and commercial sectors who value change for the public good. www.noralgroup.com

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For more information, contact:

Meredith Olson • 202.316.0717 • MOlson@NoralGroup.com