

Sample Communication Plan Outline

ABC County Public Health Improvement Plan Communication Plan

Goal:

The Goal(s) of the communications plan is (are) to ... raise awareness of the LPHA, LPHS Partnership, etc., by informing key audiences about the CHIP and...

Objectives:

- Build credibility...
- Recruit support from...
- Sustain...

Audience:

- Partners / members / boards
- Stakeholders in CHA process
- Public agencies / regulators
 - Health, safety, others
- Elected officials
- Health systems and community clinics
- Professional organizations and associations
- Insurers
- Human service agencies
- Health charities
- Funders
 - Public, private, corporate
- Civic / business organizations
 - Chambers, rotaries, etc.
- Schools
 - K-12, technical colleges
- Academia
- Tribal and other unique communities
- Faith based
- Media – traditional and social

Tactics:

Publications:

- CHA report and key findings
- CHIP full report and executive summary
- Accountability report
- Dashboard

Media:

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- Editorial calendar: newsletter, web and blog content that is recurring, seasonal, themes, by audience, etc.
- Web site, links with partner websites
- Letters to the editor, opinion columns by influencers
- Editorial board visits
- Human interest stories connected to key CHIP efforts
- Press releases

Events:

- In partnership: back to school, heart month, advocacy issues
- Hosted: CHAPS process / community brainstorming, press conferences

Speakers:

- Presentations to community groups
- Talking points for lead communicators
- Third party endorsers
- Targeted communicators with targeted audiences (i.e., legislators, media)

Surveys:

- Keep stakeholders engaged, measure perception
- Must follow up with findings if concerns raised

Related activities:

- Communications audits – members' communications, stakeholder communications
- CHIP communication plan review and accountability
- Milestone updates

Resources Needed and Available

- Loaned expertise from members, hospitals, associations, colleges, agencies
- Purchased expertise: consider philanthropy

Success Measures:

- Increased funding
- Policy changes
- # of media stories
- Social media metrics
- # speaking invitations / presentations
- Survey participation
- Etc.

Source:

This document was adapted from the *National Association of City and County Health Officials' training presentation "Distributing and Communicating about the CHIP,"*

11-30-12

<http://www.naccho.org/topics/infrastructure/CHAIIP/upload/Distributing-and-Communicating-about-the-CHIP-Slides.pdf>

Example CHIP Communication Plan

Catalysts for Action toward Community Health (CATCH) Communication Plan: _____ County

Local Coordinator: Local Health Officer or designee (LHO)

State CATCH Coordinator:

Communication Goal: The health of our county is made up by individual habits, our economic base and educational system, as well as adequate health care, so it will take the efforts of many sectors of the county to improve community health outcomes over time.

Communication Objective 1: Broaden the base of support for public health initiatives by establishing **Partners in Health**.

Description: The public health mission can be strengthened through new local supporters and partners. New partners can give additional credence to the idea that the health of the public is a product of many factors and influences and that community health improvement is beneficial to all members of the community.

Activity A: By **November 15**, with the assistance of members of the Community Health Improvement Plan (CHIP) committee, create a list of potential new **Partners in Health**. Engage traditional and three new county partners (either individuals or organizations) in discussing and presenting the need for a comprehensive approach to community health. (LHO)

Activity B: **Partners in Health** endorse the CHIP recommendations (but may not have participated in the CHIP process). (LHO)

Communication Objective 2: Communicate targeted information on **Rankings and health improvement strategies to key leaders in your community**.

Description: The County Rankings provide a “news opportunity” to increase awareness of public health issues and concerns. This opportunity is realized through targeted communications with community leaders.

Activity A: Write communications materials: cover letters, advisory, discussion points, press release. (DA)

Activity B: Develop list of media and opinion leaders to receive materials. The first communications are a press advisory and 2007 *County Snapshot*. (LHO)

Activity C: By **November 18**, media and opinion leaders in the community will be informed of the results and meaning of the County Rankings. (LHO)

Activity D: **Partners in Health** and Health Officers request media coverage emphasizing need for community-based improvement. (LHO)

Activity E: Population Health Institute releases 2008 County Rankings on **November 20**.

Activity F: Mail and distribute materials to businesses and major employers, interested individuals, health care providers, community organizations, etc. (LHO)

Communication Objective 3: Spur interest in the process of community health improvement among community leaders and other providers through public discussion.

Description: New interest in community health can be realized through community-wide discussion of on-going and new initiatives for improve determinants of health. A community forum to discuss problems and solutions can focus public attention.

Activity A: By **December 16**, organize small planning committee to plan meeting, materials, developing community interest, recruitment of sponsors and invitations. (**LHO**)

Activity B: By **February 1**, create and buy radio spots to increase community interest and discussion of forum. Use other media and other community communications channels to increase level of interest in forum. (**DA** and **LHO**)

Activity C: **Partners in Health** will co-sponsor community forums or other methods of increasing community discussion such as release of county rankings materials, press releases, etc.

Activity D: By **February 15**, organize a community forum to address public health issues. Identify meeting facilitator(s). (**LHO** and **DA**)

Activity E: Community forum discusses health challenges and affirms support of the community health improvement plan.

Activity F: In alignment with the CHIP, focus on two achievable county or regional proposals to improve county health outcomes.

Target Audience

1. Media

a. Community daily newspapers:

_____ Contact: _____

_____ Contact: _____

b. Community weekly newspapers:

_____ Contact: _____

_____ Contact:: _____

_____ Contact: _____

c. Radio stations:

_____ Contact: _____

_____ Contact: _____

_____ Contact: _____

_____ Contact: _____

d. Television stations:

_____ Contact: _____

_____ Contact: _____

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2. Primary Community Contacts:
 - a. CHIP participants (Pre-release information)
 - b. County Health or HHS Board (Pre-release information)
 - c. County Board (Pre-release information)
 - d. Health Care Providers :
 - e. Education leaders and contacts:
 - f. Business/ Major Employers
 - g. Interested individuals
 - h. Community organizations: Rotary, PTOs,
 - i. Church leaders

Communication Channels

- a. Media: Use press release and summary document (“Snapshot”). Follow-up calls.
- b. Community Contacts: Cover letter and summary document (“Snapshot”)
- c. Selected communities: radio spots
- d. Community Forums

Potential partners

Identify two individuals from non-county government organizations who would agree to be quoted in a news release and cover letter describing major points in documents.

Materials

- a. County Rankings Report 2008
- b. CATCH County Snapshots (2007 for pre-release, 2008 for post-release)
- c. News Release
- d. Cover letter describing report.
- e. Radio spots

Timeline

- a. Mid October: UWPFI distributes draft of 2008 County Rankings to CATCH health officers then all health officers
- b. Mid-October: Teleconference with CATCH Counties to review 2008 County Rankings.
- c. Mid-late October: Finalize and adopt communications plans. Write press releases and cover letters for November distribution.
- d. October 23 (11 am): County health officer teleconference to review draft of 2008 County Rankings
- e. November 14: County health officers receive pre-release of final version of 2008 County Rankings
- f. November 17 (3 pm): County health officer teleconference
- g. November 18 pm: Press releases sent out with link to pre-release version of 2008 County Rankings – embargoed for release until 12:01 am November 20
- h. Early December: Mailing of 2008 County Rankings
- i. February: Community Forums