



Communication Planning and Strategies – Internal and External

GROUP TECHNICAL ASSISTANCE WEBINAR | AUGUST 3, 2016

CFPHE

Webinar Objectives

1. Determine the best audiences, methods and messages to communicate about the project to outside stakeholders and the general population.
2. Determine project milestones that do and do not require communication outside of the project partners.
3. Define different communication techniques (local media, press releases, etc.) and the appropriate use and communicate methods for these techniques.
4. Complete the required Communication Plan for the completion of Tier II.

Some kind of context?

Tier I:

- ▶ Started recruiting patients, researchers and stakeholders
- ▶ Defined how partners would be identified and engaged
- ▶ Identified modes of communication with internal and external partners
- ▶ Created a Recruitment Plan

Tier II:

- ▶ Act upon Recruitment Plan strategies to create Communication Plan
- ▶ Formalize partnership internally and externally
- ▶ Identify and strategize communication with community State, Regional, National Stakeholders

Who to talk to,
how to talk to
them, and what
about

**TO AN EXTERNAL
AUDIENCE**

Determine Who, How and What



Who do you want to reach? **Community Sectors**

- ▶ Community Sectors: various groups that people in the larger community might be divided into for reasons of common social, political, economic, cultural, or religious interests.
 - ▶ Using community sectors can help to reach people who are associated with a particular sector, as well influence people who are not necessarily associated with the sector used.
- ▶ Health
 - ▶ Education
 - ▶ Law Enforcement
 - ▶ Government
 - ▶ Business
 - ▶ Youth
 - ▶ Parents
 - ▶ The media
 - ▶ Human services
 - ▶ Religion
 - ▶ Service/fraternal organizations

 - ▶ Community activist and volunteer groups
 - ▶ Culture
 - ▶ Housing and development
 - ▶ Sports and recreation
 - ▶ Environment
 - ▶ Agriculture

Who do you want to reach? **Agents of Change**

- ▶ Sectors exist because of the common characteristics and/or interests shared by their members. As a result, they can be used to reach potential targets and agents of change.
- ▶ Agents of change: those who can help to bring change about
 - ▶ Legislators and other public officials
 - ▶ The media
 - ▶ Doctors and other medical professionals (including administrators)
 - ▶ Teachers and school counselors
 - ▶ Parents and other family members
 - ▶ Peers
 - ▶ People whose experience gives them credibility (former gang members, recovering substance abusers, etc.)
 - ▶ Corporate executives and other business people
 - ▶ Community leaders - these may be people with official or unofficial positions, or simply those who are trusted by the community for their intellect, interpersonal skills, fairness, and integrity

How will you reach them? **Communication Mediums**

- Press releases
- News and feature stories
- Guest columns and editorials
- Public Service Announcements
- Press conferences
- Paid advertising
- Create a newsletter
- Posters or flyers
- Creative promotions
- Brochure
- Up close and personal
- Social media pages
- Fact sheet
- Website
- Email lists

What message should I use?

- ▶ The medium will be determined by WHAT you trying to do. Some examples:
 - ▶ Send a message. You may simply want to tell people something.
 - ▶ Send a message meant to persuade people to take a specific action.
 - ▶ Get input on a topic of concern.
 - ▶ Overcome resistance to an initiative.
 - ▶ Gather ideas on how an initiative can become more effective.
 - ▶ Attract volunteers.
 - ▶ Attract public support for an event, program, or policy position.
 - ▶ Engage in advocacy or influence policy.

What should
you be sharing?

TO BOTH INSIDE AND
OUTSIDE PARTNERS

Project Milestones to Share

- ▶ **Compelling descriptions and visuals of:**
 - ▶ The issue(s) of concern
 - ▶ The initiative's goals, strategies, and methods for reaching those goals
 - ▶ Data on activities (e.g., services provided)
 - ▶ Data on accomplishments (e.g., community changes)
 - ▶ Data on outcomes (i.e. behavioral measures and community-level indicators)

Project Milestones Less Important to Share to External Partners

- ▶ **Compelling descriptions and visuals of:**
 - ▶ Every single statistic about the issue(s) of concern
 - ▶ Convoluted decision-making conversations that did not help to define the project strategies or goals
 - ▶ Data on processes (e.g., every single meeting you held)
 - ▶ Data on accomplishments (e.g., did everyone you invited come to a meeting?)
 - ▶ Data on outcomes (i.e. what sections you did or did not complete of a deliverable)

Examples of Milestones to Share

- ▶ Partners planned the project, formed a team, and developed shared mission and decision-making structure
- ▶ Partners incorporated community priorities, insights, and assets, emphasizing rigor and community feasibility, acceptability, context, cultural factors, and local knowledge
- ▶ Partners co-developed a workplan and budget based on contributions to project
- ▶ Partners began to develop research questions using traditional analysis supplemented with community-driven questions and local relevance of findings
- ▶ Partners are coauthors and co-presenters, disseminating to academics, research participants, involved communities, and policy makers
- ▶ Partners mobilize the community to use findings to advocate for policy change, enhance local resources, and improve local practices

How should you
talk to people?

How should you talk to people?

- ▶ Determine whom you need to reach
- ▶ Decide what sectors might need to be involved to reach the desired group(s)
- ▶ Determine who in a given sector is the best contact, and establish that contact
- ▶ Utilize contacts in various community sectors
- ▶ Clarify what you're asking for
- ▶ Be creative
- ▶ Use the media to reach people through the channels they normally pay attention to
- ▶ Keep at it!

Use plain language

- ▶ Plain language: A strategy for making information easier to find, understand, and use.
- ▶ Plain language techniques include using the active voice, short sentences, bulleted lists, and everyday language.
 - ▶ A number of plain language definitions are available at <http://communicatehealth.com/ideas/glossary/>
 - ▶ For tools related to health literacy by topic, visit <http://healthliteracy.bu.edu/all>

Back to P2P...

**HOW TO USE YOUR
DELIVERABLES TO BUILD
AND MAINTAIN
EFFECTIVE
COMMUNICATION
STRATEGIES**

“8 Steps to Creating an Effective Communication Plan”

1. Identify the purpose of your communication
2. Identify your audience
3. Plan and design your message
4. **Consider your resources**
5. **Plan for obstacles and emergencies**
6. **Strategize how you'll connect with the media and others who can help you spread your message**
7. **Create an action plan**
8. **Decide how you'll evaluate your plan and adjust it, based on the results of carrying it out**

Recruitment Strategies Document

- ▶ *From the Recruitment Strategies Guidance Document: ‘The P2P Recruitment Strategies Guidance Document is a tool to establish agreement among the stakeholders in your partnership about your plans to broaden the “community” of patients and other potential stakeholders who are interested in participating in or supporting your project efforts.*
- ▶ This aligns with good partnership development!
 - ▶ Open communication
 - ▶ Engaging your partners
 - ▶ Establishing reciprocal relationships

AKA: setting expectations!

Governance Structure Document

- ▶ You can use your Governance Structure document to help you map:
 - ▶ Shared goals, to include mission/value statements
 - ▶ Transparency expectations
 - ▶ Decision making guidelines



Evaluation Measures

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Partnerships don't have to use our templates, but they do need to meet expectations that we will evaluate them on.

Evaluation Measures

From the evaluation documents...

- ▶ ***PARTNERSHIP AND DISSEMINATION STRATEGIES:*** Awardee has created a list of effective recruitment ***strategies used to develop the partnership*** and description of ***how those strategies can be translated into dissemination strategies***.
- ▶ ***GOVERNANCE DOCUMENTS:*** Awardee has developed a thorough governance document that describes ***how patients, researchers and stakeholders work collectively*** to support patient-engaged CER projects in their community.
 - Purpose or mission of partnership
 - Membership/participant requirements (who may participate?)
 - Membership/participant expectations (how will members participate - i.e. how often will they meet, how will they contribute to the partnership, etc?)
 - Decision-making requirements (who is responsible for making various decisions?)
 - Rules or guidelines for operation (how will you make sure everything is fair, tied to mission and sustainable over time?)

Additional Resources

- ▶ How to Create a Neighborhood Newsletter:
http://www.cfphespace.org/uploads/5/2/4/6/52466475/tips_for_creating_a_community_newsletter.pdf
- ▶ Using Community Sectors to Reach Targets and Agents of Change:
<http://ctb.ku.edu/en/table-of-contents/analyze/where-to-start/community-sectors/main>
- ▶ Conducting a Social Marketing Campaign:
<http://ctb.ku.edu/en/table-of-contents/sustain/social-marketing/conduct-campaign/main>
- ▶ Communicating Information to Funders for Support and Accountability Checklist:
<http://ctb.ku.edu/en/table-of-contents/evaluate/evaluation-to-understand-and-improve/funder-support-accountability/checklist>
- ▶ 8 Ways to Communicate Your Strategy More Effectively:
<https://hbr.org/2011/08/eight-ways-to-energize-your-te>
- ▶ PCORI Presentation & Tool: Applying the Patient Experience to the Research Process:
https://s3.amazonaws.com/v3-app_crowdc/assets/0/0d/0d42f420db66fa2e/Smalley_Applying_the_Patient_Experience_to_the_Research_Process_original.1446659848.pdf
- ▶ Evidence-Based Dissemination & Implementation Planning:
<http://www.makeresearchmatter.org/planning-tool/about-the-planning-tool.aspx>

Questions? Comments?

Thanks for joining
us!