

Framework for Communications

September 26, 2012

THE HEALTHY
SACRAMENTO
COALITION



Our Role

- Assess members' communications needs and capacities
- Develop a structure for communication between coalition members
- Develop a plan for communicating with external audiences

What Coalition Members Want

- Collaboration
- Ability to share information
- A cohesive message, with room to tailor
- Concrete expectations and direction
- Avoiding duplication

A Range of Views

- Coalition members have a range of views on target audiences
- Coalition members have a range of views on policy objectives

GMC

- Some coalition members believe geographic managed care is a barrier to accomplishing our goals

Communication is a means, not an end

- Policy change
- An informed populace
- Behavioral change

- Communication plan must be designed to help achieve the coalition's goals

Challenges

- Developing outreach that is relevant to everyone in a diverse target audience
- Keeping a large coalition focused and unified
- Finding resources for communication
- Creating a communications plan consistent with available resources

Internal Communications

- Build a system for ongoing, manageable information sharing
 - Everybody is busy, deluged with information
- Regular newsletter
 - Provides activities update, meeting reports
- Rotating site visits?
- Regular scans of coalition members?

External Communications

- Different audiences & communities require different approaches
- Make it relevant to the audience
- Use success stories to advocate & persuade
- Feature people, not data
- Credible spokespeople
- Use vehicles that best reach the audience
- Stay focused on the 5 issues

Next Steps

- Continue conversations with coalition members
- Develop options for a regular newsletter
- Once policy goals are identified, create external communications plan