Framework for Communications

September 26, 2012
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
• 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