Healthy Sacramento Coalition Communication Assessment
Work Plan and Consultant Team Summary

About Behr Communications
Behr Communications is a full-service agency providing strategic communications counsel to major foundations, nonprofit organizations, government agencies, advocacy groups and political candidates. Behr has extensive experience developing and implementing communications strategies to promote prevention and advance other community health goals. In addition, Behr has specialized experience helping new organizations assess their communications needs and get communications programs up and running quickly. Some examples of relevant experience are:

- Communications consultant to the California Community Transformation Initiative (CACTI), the CTG grant serving our state’s smaller counties. Behr recently completed a communications assessment for CACTI similar to the one envisioned by Healthy Sacramento Coalition and made recommendations for communications systems and structures to assist the organization at startup.

- Behr serves as communications lead for The California Endowment’s Health Happens in Schools campaign, where they oversee messaging and communications strategy and implement communications tactics as a fully integrated member of the program team.

- Behr Communications currently serves as the advertising agency for the California Pre-Existing Condition Insurance Plan (PCIP), which is administered by the Managed Risk Medical Insurance Board (MRMIB). PCIP was created by the Affordable Care Act to provide health coverage for people with pre-existing conditions who are unable to purchase insurance on the open market. Behr produced a wide range of ads for the campaign, including television, radio, on-line (English and Spanish), mobile (English and Spanish), and print (English, Chinese, and Korean).

- Behr serves as the lead strategic communications advisor for the Robert Wood Johnson Foundation’s Childhood Obesity Team. In this capacity, they develop messaging for advocates on a wide range of obesity-related issues, including active living, healthy eating and policy advocacy.

Scope of Work
1) Structured Interviews – Behr will schedule and conduct 13-15 half-hour interviews with Healthy Sacramento Coalition stakeholders to assess their needs, wants and existing communications capacity. Interview subjects will include:
   a. Members of the Coalition;
   b. Sierra Health Foundation staff members expected to play an important role within the Coalition;
   c. External health leaders, including local public health officials and other stakeholders; and
   d. Leaders and members of community-based organizations in the Sacramento area serving HSC target populations.
2) **Independent Research** – Behr will research communications structures and systems at campaigns of similar size and scope, identifying possible models for the Healthy Sacramento Coalition. Campaigns to explore may include other CTG grantees, Communities Putting Prevention to Work grantees, California-based philanthropy-funded projects, such as HEAL and HEAC/CCROPP, and privately funded wellness campaigns, such as Kaiser/Thrive.

3) **Report Preparation – Behr** will write and deliver a written report to Sierra Health Foundation detailing key findings from the research process and recommending a long-term communications system and structure. As Behr has previously discussed, this report will be sufficient to meet Milestone #8 in the HSC CTIP. Their recommendations will include a media plan to raise awareness of CTG efforts, which will significantly inform the HSC communications plan.

**Project Team**

Roy Behr is a well-known and widely quoted expert on issue advocacy and communications strategy. He has led dozens of focus groups and structured interviews on health and education issues, including recent series of focus groups exploring attitudes toward sugar-sweetened beverages in Richmond, CA. Roy currently leads the firm’s efforts on behalf of the Pre-Existing Condition Insurance Plan (PCIP) and was the creative force behind First5 California’s tobacco prevention and preschool advocacy campaigns. Roy also directs work on behalf of The Packard Foundation and the California Charter Schools Association. Roy received his B.A. from the University of California and his M.Phil. from Yale University.

Matthew Kagan specializes in public health communications and currently serves as project director on both the Robert Wood Johnson Foundation and The California Endowment accounts—all of which aim to improve community health by transforming local environments. Matthew is currently working on a project with the Alliance for a Healthier Generation to encourage California education leaders to create healthier school environments and will present a paper on public attitudes toward school food regulation at the American Public Health Association meeting in October.

Sybil Grant and Annette Majerowicz will also serve as members of the account team.

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