Assessment of Coalition Communication Needs (Survey):

- Send electronic and hard copy (mail with postage paid return envelope and/or fax) versions
- Straightforward questions: “Do you want to receive e-news?”, “How often?,” etc.
- Survey can be supplemented with one-on-one and/or group interviews
- Consider all we may need to know, and include it in this survey so people aren’t surveyed several times. Include other types of information that other workgroups might need.
- Come up with broad questions and then a smaller group can come up with specific questions. University researchers in the coalition can look for gaps and fill them in.
- Look at methods and frequency. Do we need a communications committee?
- The coalition building workgroup could be responsible for building the coalition list.

Web Site:

- Interactive
- Include a way to sign up to be in the coalition

Culturally appropriate outreach/outreach to groups experiencing health disparities:

- Consider literacy levels and use of translators.

Identified steps:

1. Pass around today’s registration list and ask attendees to check and correct their information. Those not on list, add their information.
2. Send an initial e-mail to the corrected list with a formal invitation to be part of the coalition and a tool to sign up. Include a one-page description of CTG/HSC that includes responsibilities of membership. It needs to be clear who the coalition is.
3. Send the e-mail a second time to those who don’t open the first. Contact those by phone who don’t open either one.
4. Coordinate with the other workgroups about survey content.
5. Send survey to those wanting to be in the coalition. Include in or with the survey:
   a. a question about level of involvement
   b. the member list, and ask recipients who else should be on the list; ask them to forward the survey to others who should be on the list.