

Haldimand-Norfolk Health Unit

Communications Plan

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Haldimand-Norfolk Health Unit - Communications Plan

Objective: To create awareness of the Haldimand-Norfolk Health Unit's programs and services

Coverage Area: Haldimand-Norfolk

Target Audiences:

1. Doctors and the Medical Community
2. Public
 - a) Women's Groups – such as Women's Institutes, especially in rural areas
 - b) Service Clubs – Lions, Rotary, Optimists
 - c) General Public
 - d) Patients, their families and caregivers
3. Community Partners – other health-related organizations
4. Staff and Volunteers
5. Media

RACE Theory: Research, Analysis, Communication and Evaluation

Research:

- Establish an advisory committee consisting of members of the various target audiences.
- Research existing programs through personal interviews and secondary research
- Develop Measurable Objectives- For example, increase awareness of the Sun Safety program by between 10 and 30 per cent.

Analysis

- Based on research, establish a set of key messages for each of the health unit's programs

Communication

Determine the best tactics to disseminate key messages

Tactics:

- Web-based newsletters and bulletins – people of all ages are using the internet as a viable source of health information
- Brochures and pamphlets
- Annual Report – an annual report can be used to highlight the objectives and progress made towards achieving them
- Media Coverage – encourage local print media to create a pull-out section highlighting elements of the health unit's programs. Interviews on informational radio and television, targeted media releases
- Advertising and public service announcements – most media have time and space set aside for community organizations. Sponsor ads in newspapers are free for non-profit organizations and programs
- Targeted advertising campaign to various target audiences

Tactics geared to Target Audiences

1. Doctors and the Medical Community- Familiarity Tour conducted by respected medical staff
2. Public
 - a) Women's Groups – presentations to women's groups
 - b) Area Service Clubs - presentations
 - c) General Public – open house, community information days, trade shows and health fairs, letters to the editor
 - d) Patients and their families – Wellness seminars and fairs, series of articles featuring the health unit's success stories
3. Community Partners – hosting an educational event or a series of seminars
4. Staff and Volunteers – open house by invitation, appreciation nights
5. Media – media releases, invitations to events, familiarity tours

Evaluation

Measure of Effectiveness – Several Available Methods

1. Surveys
2. Focus Groups
3. Publicity Generated- industry standard-column inches x average price per column inch x Credibility Factor which is usually four
4. Whether objectives were realized
5. Attendance at events, number of people enrolled in programs
6. Increase or decrease in the number of referrals
7. Awards
8. Media monitoring- the number of clippings
9. Media Content Analysis – are the key messages getting out there?

Other Tactics:

- Familiarization Tour of existing facilities along with lunch and guest speaker
- Event: Hosting a Community Wellness Fair
- Sponsorship of Community Event to increase awareness – Heart Health Niagara sponsored public skating at arenas throughout the area
- Media releases – invitation to interview the speaker
- Healthy Living bulletins in newspapers
- Sponsoring a health-related radio show
- Direct mail placed in val-pak direct mail packages
- Advertising – featuring people helping people
- Community Profiles – news stories about volunteers and staff published in area newspapers
- Web-based newsletters and bulletins
- Volunteer Appreciation events

Timeline:

Within the first Six Months

- Establish an advisory committee and develop measurable objectives
- Host at least one event designed to highlight the health unit's programs to the target audiences

At 12 month mark

Evaluation of Progress

During this phase of the plan, the committee would evaluate the progress and re-adjust elements of the plan to ensure objectives will be met.