

**Waterloo-Wellington  
Regional Cancer Program  
Communications Plan**

**Prepared by: Alan Gilday**

# **Waterloo-Wellington Regional Cancer Program Communications Plan**

**Purpose: To raise the level of community awareness of the Regional Cancer Program**

**Coverage Area: Wellington County and Waterloo Region**

**Target Audiences:**

1. Doctors and the Medical Community
2. Public
  - a) Women's Groups
  - b) Service Clubs
  - c) General Public
  - d) Cancer Patients and their families
3. Community Partners
4. Staff and Volunteers
5. Media

**RACE Theory:**

**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 Waterloo-Wellington Regional Cancer Program by between 10 and 30 per cent.

**Analysis:**

- Based on research, establish a set of key messages

**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 program. Interviews on informational radio and television
- Advertising and public service announcements – most media have time and space set aside for community groups. For example, sponsor ads in newspapers are free for community 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
  2. Public
    - a) Women's Groups – presentations to women's groups
    - b) Service Clubs - presentations
    - c) General Public – open house and community information days, trade shows and health fairs
    - d) Cancer Patients and their families – Wellness seminars and fairs, series of articles featuring cancer survivors and the program'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**

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
6. Increase in the number of referrals
7. Awards
8. Media monitoring-clippings
9. Media Content Analysis

### **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
- Media releases – invitation to interview the speaker
- Healthy Living bulletins in newspapers
- Sponsoring a health-related radio show
- Direct mail placed in Val-Pak mailings
- Advertising – featuring people helping people
- Community Profiles – stories about volunteers published in area newspapers
- Web-based newsletters and bulletins
- Volunteer Appreciation events

## **Timeline:**

### Within the first Six Months

- Establish an advisory community and develop measurable objectives
- Increase awareness by 10 per cent.
- Host at least one event designed to introduce the program components 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.

Host an Anniversary event to mark the first anniversary of the program

### At 24 months

Evaluation of entire program

Setting the Stage for Future Development – expansion of marketing programs