

# POWER OF RESILIENCE

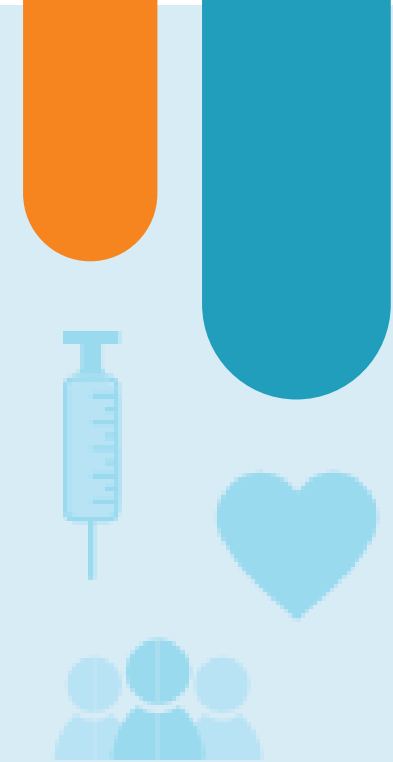
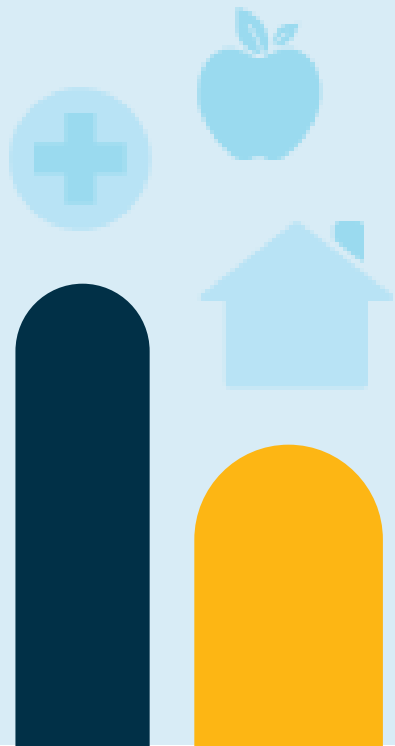
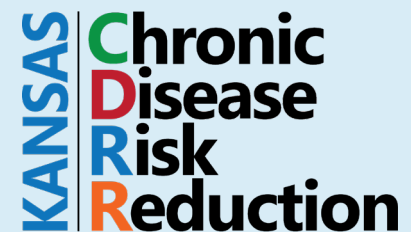


**FOCUSED. CONNECTED. MOTIVATED.**

## Communications 101

**Kynedee Hodges**

Community Health Promotion Communications Coordinator  
Kansas Department of Health and Environment



# Agenda

- New Communications Form
- Steps to Develop a Strategic Communications Plan
- Breakout Session

### **Implementation Applicants Only**

For communities with coalitions(s) meeting in-person, there is a PDF version of the Coalition Form. Alternately, the fillable version can be transmitted to members digitally or uploaded to a shared document service such as DropBox or Google Drive.

[Coalition Form PDF Version SFY2023](#)

[Coalition Form Fillable Version SFY2023](#)

[CDRR Budget and Salary Worksheet New SFY2023 ~NEW~](#)

This spreadsheet contains two worksheets that provide a space to collect information prior to inputting your agency's budget into KGMS. The Budget Worksheet is optional and only the Salary Worksheet is mandatory to be uploaded to KGMS.

[Strategic Communications Plan SFY2023 Form ~NEW~](#)

Implementation applicants will be required to complete the Strategic Communications Plan Form which outlines the applicant's communication during the 2022-2023 year.

[Implementation CDRR SFY2023 Scoring Guidance](#)

## Strategic Communications Plan Form

**Instructions:**

- Complete the table using the prompts within each column and the example plan as a guide.
- You must complete a full Strategic Communications Plan (1 row) for each individual work plan you have selected.
  - o Example: You have selected Prevention 2, Cessation 1 and Nutrition 2 as your work plans. You would then fill out one complete row for Prevention 2, one complete row for Cessation 1 and one complete row for Nutrition 2.
- Once completed, upload this form into Kansas Grant Management System.
- The communications budget requested in this form along with the descriptions of each item must also be included in the Kansas Grant Management System Budget Form.
- If you have questions as you complete this form, please reach out to your Community Health Specialist.

<b>Work Plan</b> <i>List the work plan that your communications strategy applies to.</i>	<b>Communications Goal</b> <i>What is the primary goal(s) of the communications strategy?</i>	<b>Priority Population</b> <i>What is the priority population you're trying to reach? Consider both geographically and demographically (age, gender, interests, etc.).</i>	<b>Messaging</b> <i>What information are you trying to relay? What is the tone the messaging? Consider what will best resonate with your target audience.</i>	<b>Channels</b> <i>What is the best way to reach the priority population you described? Where do they get their information? (i.e. social media, news, radio, flyers, etc.)</i>	<b>Budget</b> <i>What is the amount you have to spend? What can you include in your plan that is paid? What can you include that is not paid?</i>	<b>Timeline</b> <i>What is the timeline for your project? Consider if there is a certain time of year your messaging might be timelier.</i>
<b>EXAMPLE:</b> Cessation 1	Increase awareness of and enrollments in the Quitline behavioral health program.	<ul style="list-style-type: none"> <li>• Tobacco users with a behavioral health condition</li> <li>• Ages 18-35</li> <li>• List County or Specific City</li> </ul>	<ul style="list-style-type: none"> <li>• Refer users directly to the Quitline</li> <li>• Information about the free NRT benefit of the behavioral health program</li> <li>• Messaging will not shame users, but encourage them to start their quit journey</li> </ul>	Social Media Ads Description: 1 boosted post each week for 5 weeks promoting Quitline Radio Ads Description: 4 weeks of ads to promote the Quitline for the New Year Billboard Ads Description: 6 weeks of electronic billboards promoting Quitline behavioral health program Press Releases Description: Released throughout the year promoting Quitline behavioral health program and work being done in the community Social Media Posts Description: Non-paid, regular social media posts throughout the year	\$500  \$1,000  \$2,000  \$0  \$0	September - October. 2022  January 2023  March - April 2023  Year Round  Year Round
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				Total Communications Budget Requested \$		

# 1) Develop a Communications Goal

What is the primary goal(s) of the communications strategy?

- Is there a problem you are trying to address?
- Are you wanting to increase awareness of something?
- Do you want to educate the public on an issue or opportunity?
- Is there a service you are trying to promote?



### Work Plan

*List the work plan that your communications strategy applies to.*

### Communications Goal

*What is the primary goal(s) of the communications strategy?*

#### **EXAMPLE:**

Cessation 1

Increase awareness of and enrollments in the Quitline behavioral health program.



## 2) Identify a Priority Population

What is the priority population you are trying to reach?

- Consider both geographically and demographically (age, gender, interests, etc.).
- Consider who is at higher risk according to the data in your location.
- The audience will likely be different for each campaign.
- Concentrating on one or two audiences helps focus the rest of the planning decisions.

*Include representatives from the intended audience in the campaign's development.*





### Priority Population

*What is the priority population you're trying to reach? Consider both geographically and demographically (age, gender, interests, etc.).*

- Tobacco users with a behavioral health condition
- Ages 18-35
- *List County or Specific City*

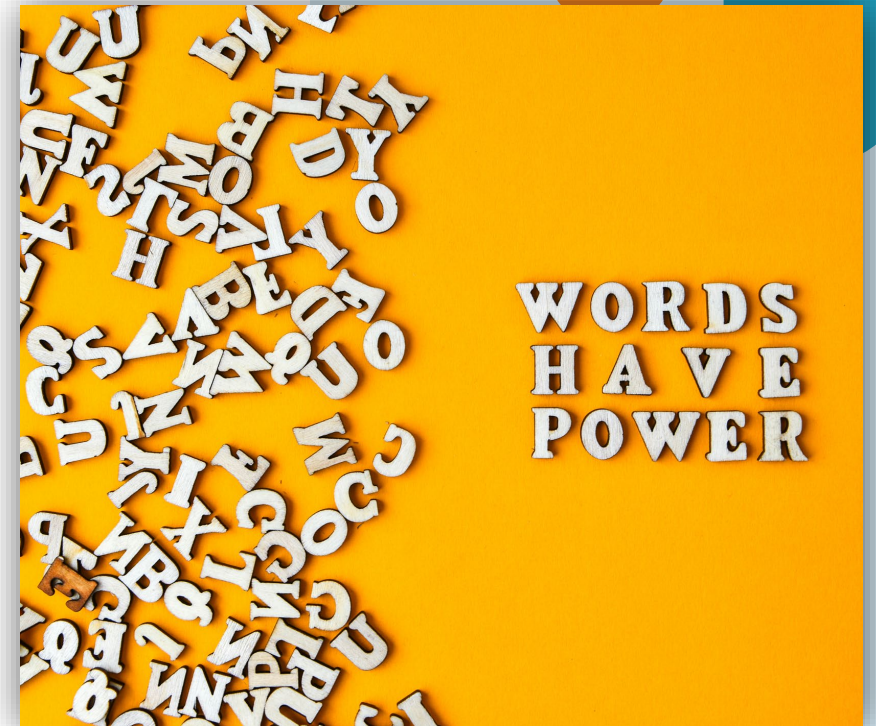
### 3) Develop the Messaging

What information are you trying to relay?

- Is there a website you want the population to visit or a service you want them to sign up for?
- What do you want them to know?

What is the tone of the messaging?

- Consider what will best resonate with your audience.
- Use culturally competent language and images.
- Personal stories are a great messaging resource.
- Make them feel understood.
- Consider their knowledge, beliefs and attitudes on the subject.



## Messaging

*What information are you trying to relay? What is the tone the messaging? Consider what will best resonate with your target audience.*

- Refer users directly to the Quitline
- Information about the free NRT benefit of the behavioral health program
- Messaging will not shame users, but encourage them to start their quit journey

# Resources

- CDRR Quarterly Social Media Packages (in Teams!)
- [CDC's Media Campaign Resource Center](#)
- [Kansas Tobacco Quitline: Tobacco and You](#)
- [National LGBT Cancer Network: Quitting as an Act of Self-Love](#)
- [Thirdhand Smoke Resource Center](#)
- [State and Community Health Media Center](#)
- [Multimedia Tools, Division of Nutrition, Physical Activity and Obesity](#)
- [Multimedia CDC Healthy Schools](#)
- [Spread the Word, Active People Healthy Nation](#)
- [Resources, MyPlate](#)



## 4) Choose the Channels

What is the best way to reach the priority population you described?

- Place messages where and when the audience is most receptive.

Where do they get their information?

- Ask representatives of the priority population where they and their peers usually get their information. What is the best way to reach them?



# Communication Channels

## **Paid:**

- Social Media Ads
- Radio
- Billboards
- TV
- Bus Ads
- Newspaper Ads
- Magazine Ads
- Direct Mailers
- Photography
- Videography
- Print Materials (i.e. brochures, flyers, etc.)

## **Not Paid:**

- Social Media
- Press Releases
- Radio/News Interviews
- Your Website
- Email Marketing
- Direct Outreach to Partners
- Booths at Community Events

## 5) Create a Budget

What is the amount you have to spend?

- Consider Communications as a priority throughout the year, not just something that you are only able to do if you have extra money at the end of the year to spend down.
- You do not need a large Communications Budget to have an impact!

What can you include in your plan that is paid or not paid?

*Communication Channels, Channel Descriptions & Budget must be included in the overall Budget Form.*



## Channels

*What is the best way to reach the priority population you described? Where do they get their information? (i.e. social media, news, radio, flyers, etc.)*

## Budget

*What is the amount you have to spend? What can you include in your plan that is paid? What can you include that is not paid?*

### Social Media Ads

Description: 1 boosted post each week for 5 weeks promoting Quitline

\$500

### Radio Ads

Description: 4 weeks of ads to promote the Quitline for the New Year

\$1,000

### Billboard Ads

Description: 6 weeks of electronic billboards promoting Quitline behavioral health program

\$2,000

### Press Releases

Description: Released throughout the year promoting Quitline behavioral health program and work being done in the community

\$0

### Social Media Posts

Description: Non-paid, regular social media posts throughout the year

\$0





## 6) Put Together a Timeline

What is the timeline for your project?

- Consider if there is a certain time of year your messaging might be timelier.
- Do you have any events during the year that you could use to spread your message?

<b>Channels</b> <i>What is the best way to reach the priority population you described? Where do they get their information? (i.e. social media, news, radio, flyers, etc.)</i>	<b>Budget</b> <i>What is the amount you have to spend? What can you include in your plan that is paid? What can you include that is not paid?</i>	<b>Timeline</b> <i>What is the timeline for your project? Consider if there is a certain time of year your messaging might be timelier.</i>
Social Media Ads Description: 1 boosted post each week for 5 weeks promoting Quitline	\$500	September - October, 2022
Radio Ads Description: 4 weeks of ads to promote the Quitline for the New Year	\$1,000	January 2023
Billboard Ads Description: 6 weeks of electronic billboards promoting Quitline behavioral health program	\$2,000	March - April 2023
Press Releases Description: Released throughout the year promoting Quitline behavioral health program and work being done in the community	\$0	Year Round
Social Media Posts Description: Non-paid, regular social media posts throughout the year	\$0	Year Round

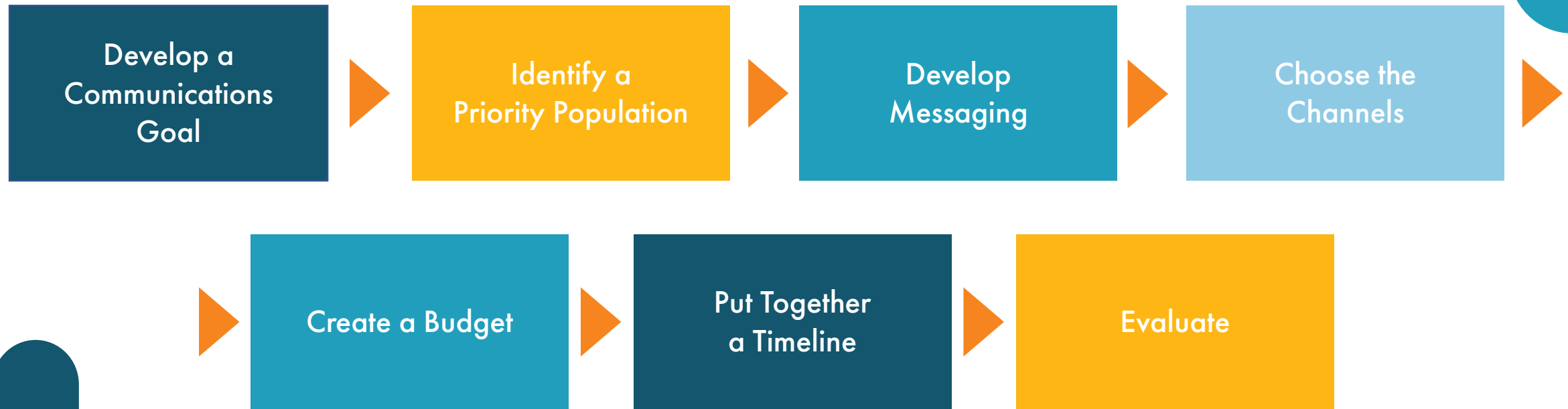
## 7) Evaluate

### How did your Strategic Communications Plan perform?

- Overall successful or unsuccessful?
- Did you achieve your goal?
- How many people were you able to reach?
- What could be improved in your next round of communications?



# Steps to Develop a Strategic Communications Plan



# Breakout Session

## Goal

Work with your group to develop a full Strategic Communications Plan for one work plan of your choice that you all have in common.

## **20 Minutes**

## Roles

**Timekeeper:** Keeps tabs on time and announces a 5-minute warning.

**Leader:** Keeps things moving on track and will be the spokesperson for your group when our breakout rooms are completed.

**Writer:** Downloads the Strategic Communications Plan Form. Writes notes for each column in the table. Submits form in the Zoom Chat when we come back as a large group.



**Questions?**

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Communications Coordinator

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