Creating a proactive communications plan

January 7, 2014
Session Goals

• To establish a shared understanding of core communications concepts

• To equip participants with a straightforward framework for creating their own communications plan in support of their public health districts
Let’s start with a definition...and a question
Building blocks of an effective marketing communications plan

- What are your goals?
- Who are your target audiences?
- What messages do you want them to receive? What actions do you want them to take?
- What are some effective (and cost-effective) ways to get your messages out there?
- How will you know what is and isn’t working?
- Q&A
What are your goals? What are the actionable communications objectives that support your goals?
For instance...

High-level goal:
• Build visibility for a smoking cessation program

Specific actionable communications objectives:
• Increase media mentions by 20%
• Build Facebook likes by 30%
• Increase new visitor traffic to our microsite by 15%
• Host three events with at least 100 people attending each
More specifically...let’s take a look at your communications goals around the budgeting process

High-level goal

Establish our value: build awareness, understanding, and engagement for the work we are doing around shared public health services
What would be three specific, actionable objectives around that high level goal?
Who are your target audiences?
Target Audiences: Make a Mental Picture

• Start by making a list of the types of people who are important to you…who will have an influence on your work? On your funding?

• Include those you communicate/interact with now, as well as those you’d like to connect with
Make some hard choices

Making the list is the easy part…
Prioritizing the list is more difficult!
## Example – Audience Message Matrix (Step 1)

<table>
<thead>
<tr>
<th>Audience</th>
<th>Audience key concerns</th>
<th>Desired behaviors</th>
<th>Our messages to them</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>• Developing the skills and connections they need to get the job they want</td>
<td>• We want them to see us as a resource for practical experience, skills development and connections</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Putting what they have learned into practice</td>
<td>• We want them to be our advocates across the BUSPH as well as in the broader community</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Completing the practicum requirement</td>
<td>• We want them to stay engaged when they graduate</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Knowing that they have graduated from a school with a great reputation</td>
<td></td>
<td>• To come…</td>
</tr>
</tbody>
</table>
Let’s hear it from the source...
What messages do you want to send?
Four Cs

Make your messages:

• Compelling
• Concise
• Clear
• Consistent
## Mission statement
NACCHO is the national organization representing local public health agencies. NACCHO works to support efforts that protect and improve the health of all people and all communities by promoting national policy, developing resources and programs, seeking health equity and supporting effective local public health practice and systems.

## Elevator pitch
NACCHO is the organization that represents the nation’s nearly 3,000 local health departments. We are committed to helping local public health professionals connect with people, resources, opportunities and ideas that will allow them to have real impact on the communities they serve.

## Brand Promise
Always connecting the dots for our members. (internal only)

## Brand Personality
- Highly responsive and member-focused
- Young, passionate, personable and fun
- Competent, professional, hardworking and committed
- Positive
- Well-informed, a trusted resource
- Robust and resourceful
- Innovative, current and relevant
- Inclusive
- Focused

## Brand Proof Points
- Delivering the knowledge that local public health professionals need to protect and promote the health of their communities
- Committed to making an impact with practical, actionable resources
- A vibrant, valuable network
- A knowledgeable, responsive partner
- A respected, proactive advocate providing a crucial link between local public health and national policy makers
## Filling in the Audience Message Matrix (Step 2)

<table>
<thead>
<tr>
<th>Audience</th>
<th>Audience key concerns</th>
<th>Desired behaviors</th>
<th>Our messages to them</th>
</tr>
</thead>
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<tr>
<td></td>
<td>• Knowing that they have graduated from a school with a great reputation</td>
<td>• You are ambassadors for the practice office and BUSPH</td>
<td></td>
</tr>
</tbody>
</table>

- We are your resource for all things practice-oriented
- We are well-connected and eager to use our connections for you
- We want to know about your practice experience…now and post-graduation
- You are ambassadors for the practice office and BUSPH
Another way to look at it

<table>
<thead>
<tr>
<th>Mission statement</th>
<th>The mission of the Medical Reserve Corps (MRC) is to establish teams of local volunteer medical and public health professionals who can contribute their skills and expertise throughout the year and during times of community need.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elevator pitch</td>
<td>The Medical Reserve Corps (MRC) is a community-based, civilian volunteer program that helps build the public health infrastructure of communities nationwide. Each MRC unit is organized and trained to address a wide range of challenges, from public health education to disaster response.</td>
</tr>
<tr>
<td>Submessage:</td>
<td>The MRC in your community is a reliable source of useful information that will help you and your family protect your health, and prepare yourselves for emergency situations. We also offer a variety of ways to get involved in protecting the health of your community...throughout the year as well as in times of need.</td>
</tr>
<tr>
<td>The public</td>
<td></td>
</tr>
<tr>
<td>Submessage:</td>
<td>The MRC is your source for reliable information on public health preparedness, and the hundreds of thousands of people dedicated to building and maintaining a strong preparedness infrastructure in communities across the country. At the national and local level, we have the facts, stories and photos you need to keep your audiences informed, entertained and inspired.</td>
</tr>
<tr>
<td>National media</td>
<td></td>
</tr>
<tr>
<td>Submessage:</td>
<td>The MRC is your source for reliable information on public health preparedness, and the hundreds of thousands of people dedicated to building and maintaining a strong preparedness infrastructure in communities across the country. At the national and local level, we have the speakers, stories and photos you need to keep your members informed, involved and inspired.</td>
</tr>
<tr>
<td>Associations</td>
<td></td>
</tr>
<tr>
<td>Submessage:</td>
<td>The MRC is a valuable year-round resource for you. We maintain a corps of local volunteers, trained and credentialed in all hazards preparedness, that can augment your current CERT resources.</td>
</tr>
<tr>
<td>Emergency mgmt</td>
<td></td>
</tr>
</tbody>
</table>
Discussion

• What 1 message should all of your audiences take away from your marketing communications? What single thing should they be saying about regionalization? (elevator pitch)

• What is one supporting message for each of your target audiences?
Building your plan
# Marketing tactics by audience

## SINGLE OVERARCHING MESSAGE HERE

<table>
<thead>
<tr>
<th>Audience</th>
<th>Audience key concerns</th>
<th>Desired behaviors</th>
<th>Our messages to them</th>
<th>How to reach them?</th>
</tr>
</thead>
</table>
| Students | • Developing the skills and connections they need to get the job they want  
• Putting what they have learned into practice  
• Completing the practicum requirement  
• Knowing that they have graduated from a school with a great reputation | • We want them to see us as a resource for practical experience, skills development and connections  
• We want them to be our advocates across the BUSPH as well as in the broader community  
• We want them to stay engaged when they graduate | • We are your resource for all things practice-oriented  
• We are well-connected and eager to use those connections on your behalf  
• We want to know about your practice experience...now and post-graduation  
• We need you to be ambassadors for the Practice Office, and BUSPH | • Posters  
• Enews  
• Web site  
• Events |
How to decide what tactics to use?

Which tactics will reach each of your audiences…

•...in a high impact way?
•...with minimal waste?
•...at a cost you can afford?
Building an Integrated Plan

- Communications goals
- Message hierarchy (elevator pitch and proof points)
- Target audiences, messaging and tactics
- Budget
- Calendar
- Measurement and evaluation (how you plan to track results)
### Sample Calendar

<table>
<thead>
<tr>
<th>MONTH</th>
<th>EVENT/ACTIVITY</th>
<th>SITE: What’s New</th>
<th>SITE: Three feature boxes</th>
<th>SITE: Other</th>
<th>Quarterly mailing</th>
<th>Special mailing</th>
<th>eNews</th>
<th>Silva</th>
<th>LI Database email</th>
<th>Poster for info displays</th>
<th>OWNER</th>
<th>TIMING</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>Plant Sale</td>
<td>X</td>
<td>Event calendar, Membership page</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td>X (Fall 04)</td>
<td></td>
<td>??</td>
<td>Start promote</td>
<td>Call out with line of copy: Enjoy the changing landscape with a free walking tour</td>
</tr>
<tr>
<td></td>
<td>Walking tours</td>
<td>X</td>
<td>Event calendar, Visit page</td>
<td>X</td>
<td>X</td>
<td>X (Fall 04)</td>
<td></td>
<td></td>
<td>Julie/Sheryl</td>
<td>Promo ongoing</td>
<td>Parr</td>
<td>Start promote Sept</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Repeat for fall/winter classes (Adult Ed)</td>
<td>X</td>
<td>Event calendar, upcoming art shows page</td>
<td>X</td>
<td>X</td>
<td>X (Fall 04)</td>
<td>X</td>
<td>Julie</td>
<td>Start promote Aug</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>IP Open Studios</td>
<td>X</td>
<td>Event calendar</td>
<td>X</td>
<td>X</td>
<td>X (Fall 04)</td>
<td>X</td>
<td>Julie</td>
<td>Start promote Aug</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fall Foliage Festival (Oct 26)</td>
<td>X</td>
<td>Event calendar</td>
<td>X</td>
<td>X</td>
<td>X (Fall 04)</td>
<td>X</td>
<td>Julie</td>
<td>Start promote Aug</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>LI Course registration FALL/WINTER</td>
<td>X</td>
<td>LI home page</td>
<td>X</td>
<td>X</td>
<td>X (Fall 04)</td>
<td>X</td>
<td>Ann</td>
<td>Start promote Aug</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Going Green: Constructing an Environmentally Engineered Home and Landscape (Sept 29)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td>Ann</td>
<td>Start promote Aug</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>APLD New England Designer Showcase (September 29- October 17, receptions Oct 10)</td>
<td>X</td>
<td>Event calendar, Membership page</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td>Ann</td>
<td>Start promote Sep</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Discussion

1. What’s your “go to” marketing communications tactic?
2. What’s always first on your list?
3. Why?
Is it Working?
It’s pretty straightforward

How will you measure results? How will you know you’ve succeeded? How does this tie back to your goals?”

• Report, report, report…
  – Web traffic and traffic patterns
  – E-newsletter response rates
  – Event registration
  – Inbound phone calls
  – Press mentions
  – Referrals
  – Social media metrics (likes, followers, shares, etc.)
Conclusion

• There are no silver bullets
• It really does help to write it down
• Roll up your sleeves
• Choose a couple of things, do them well, measure and continue, adapt and/or add
• Make sure everyone is on board
• Think simple, professional and effective
And the bonus tip...

• Repurpose (it’s no longer a dirty word)
  – Use information/messages for multiple purposes
  – Maximize value