NNOTE: Based on the strategic considerations in Resource 1(a), this 12-month plan identifies internal and external milestones. This plan should be prepared in advance, then refined and augmented on an ongoing basis. To use this template, customize each of the elements to fit your local circumstances, priorities, or goals. The “example” content here is provided solely to illustrate how this tool could be used and spur ideas for your Collaborative’s plan. This template is not implying a one-size-fits-all approach.

***Communication Goals and Objectives***

***(for example…)***

1. Build awareness of the [*name of public report*] among [*target audiences, such as stakeholders/members, reporters, elected officials, specific patient groups*].
2. Increase understanding of problems in health care quality, cost, and efficiency in this region, and how the public report will help address the need.
3. Change organizational approaches and personal behavior to spur use of the public report to improve health care quality and cost in this region.

***Communication Strategies***

***(for example…)***

1. Establish and promote effective messages about the [*name of public report*] to enable clear and consistent use of those messages by Collaborative staff, stakeholders, and community opinion leaders.
2. Position the [*name of public report*] as the source of trusted information for everyone to make more informed decisions about quality, cost-effective health care in this region.
3. Establish and expand the ways the public report is promoted in the community, emphasizing organizations (and their newsletters, Web sites, and other communication methods) who can place the report in front of key audiences at the specific time when health care decisions are made (e.g, open enrollment).

***Activities***

***(for example…)***

1. Engage Collaborative stakeholders to become partners in communication about the public report, through participation in the development of key messages and ongoing communication activities.
2. Develop shared messages regarding the public report and the need it addresses, and train staff and spokespeople from key stakeholder groups to use the messages.
3. Engage in a coordinated media campaign (*see pages X-X*) to earn frequent mentions of the public report in local print, broadcast, or online media.
4. Work with at least three local employers and one health plan to link the public report to their internal company Web site, open enrollment or benefits materials, and provider directory to enable easy use of the public report by employees, enrollees, and other consumers.

**COORDINATED MEDIA CAMPAIGN**

***(The content in this template is for illustrative purposes only. To use this plan, first customize the content to fit your Collaborative.)***

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| **JANUARY 2011** | | | | | | | |
| **Topic** | **Who, sources** | **Media –release** | **Media – individual pitches** | **Media –**  **op-ed/letter to editor** | **Media – events** | **Media – other (video, photos, social)** | **Newsletter template article (for Alliance participants’ use)** |
| ***Internal Milestone:*** |  |  |  |  |  |  |  |
| *New data agreements signed with local health plans and self-insured employers, kudos to these partners, what it means for improved public reporting in the future* | *Bill Lauden (employer), Dr. Adams (Main St. Clinic) and Britt Hauser (BlueCross)* | *Send to members, media, elected officials*  *Post on Web* | *Pitch to Business Journal reporter* | *(Op-Ed to Biz Journal if reporter pitch doesn’t result in an article)* | *none* | *Note on Twitter*  *Note on Facebook* | *None, but mention in Collaborative’s monthly newsletter to the community* |
| ***External Opportunity (1):*** |  |  |  |  |  |  |  |
| *Cervical Cancer Screening Month*  *Highlight women’s health resources on Web site (one place for best info); go to public report for related ratings* | *Monthly “expert” column bylined by local M.D. or nurse*  *(include video links in column)*  *Consumer perspective (Jane Compton?)* | *none* | *Email to bloggers re using the public report to learn about women’s health* | *Send column to community papers who run it each month*  *Link any published columns to Web site* | *none* | *Columnist photo*  *Short videos on public report as resource:*  *1) columnist*  *2) consumer*  *Post both on YouTube, Twitter, Facebook* | *500-word article template based on “expert” column*  *100-word article template*  *Both have link to:*  *1) public report*  *2) videos on YouTube*  *Send to members’ communication staff* |
| ***External Opportunity (2):*** |  |  |  |  |  |  |  |
| *Healthy Weight Week (January 16-22)*  *Encourage sticking to New Year’s Resolutions* | *Op-ed from Collaborative exec director and local M.D.* | *none* | *Email to bloggers re obesity risk and report as resource* | *Op-ed (obesity risk, public report as heart care/ diabetes resource)* | *none* | *Note on Twitter*  *Note on Facebook* | *None, but include in Collaborative monthly newsletter to the community* |

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| **FEBRUARY 2011** | | | | | | | |
| **Topic** | **Who, sources** | **Media –release** | **Media – individual pitches** | **Media –**  **op-ed/letter to editor** | **Media – event(s)** | **Media – other (video, photos, social)** | **Newsletter template article (for Alliance participants’ use)** |
| ***Internal Milestone:*** |  |  |  |  |  |  |  |
| *Kickoff of Informed Decision-Making pilot program in three medical groups*  *Highlight how this gives patients a voice in their care, tie to public report content* | *CEOs of each medical group, plus consumer group leader* | *Send to members, media, elected officials*  *Post on Web* | *Pitch to consumer issues editor of city newspaper* | *none* | *none* | *Note on Twitter*  *Note on Facebook* | *None, but mention in Collaborative’s monthly newsletter to the community* |
| ***External Opportunity (1):*** |  |  |  |  |  |  |  |
| *American Heart Month*  *Highlight heart health resources on Web site (one place for best info); go to public report for ratings on heart disease care* | *Monthly “expert” column bylined by local M.D. or nurse*  *(include video links in column)*  *Consumer perspective (Bob Mann?)* | *none* | *Email to bloggers re using the public report to compare care for heart disease* | *Send column to community papers who run it each month*  *Link published columns to Web site* | *none* | *Columnist photo*  *Short videos on public report as resource:*  *1) columnist*  *2) consumer*  *Post on YouTube, Twitter, Facebook* | *500-word article template*  *100-word article template*  *Both have link to:*  *1) public report*  *2) videos on YouTube*  *Send to members’ communication staff* |
| ***External Opportunity (2):*** |  |  |  |  |  |  |  |
| *Cardiovascular Professionals Week (February 13-19)*  *Recognize clinics and hospitals that score well in heart care on public report* | *Collaborative exec director and local M.D. and hospital leader* | *Send to members, media, elected officials*  *Post on Web* | *Engage clinics & hospitals in reaching out to media to get coverage* | *none* | *none* | *Note on Twitter*  *Note on Facebook* | *None, but include in Collaborative monthly newsletter to the community* |

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| **MARCH 2011** | | | | | | | |
| **TOPIC** | **Who, sources** | **Media –release** | **Media – individual pitches** | **Media –**  **op-ed/letter to editor** | **Media – event(s)** | **Media – other (video, photos, social)** | **Newsletter template article (for Alliance participants’ use)** |
| ***Internal Milestone:*** |  |  |  |  |  |  |  |
| *Board decides to include results for 25 more clinics in the next public report* | *Board chair (Dr. Raytol), state medical assn leader, & collaborative exec director* | *Send to members, media, elected officials*  *Post on Web* | *Work with medical societies to get articles in their newsletters* | *none* | *none* | *Note on Twitter*  *Note on Facebook* | *None, but mention in Collaborative’s monthly newsletter to the community* |
| ***External Opportunity (1):*** |  |  |  |  |  |  |  |
| *Colorectal Cancer Awareness Month*  *Highlight colon cancer screening resources on Web site (one place for best info); go to public report for ratings on colon cancer screening* | *Monthly “expert” column bylined by local M.D. or nurse*  *(include video links in column)*  *Consumer perspective (Jill Lynd)* | *none* | *Email to bloggers re using the public report to compare colon cancer screening* | *Send column to community papers who run it each month*  *Link published columns to Web site* | *none* | *Columnist photo*  *Short videos on public report as resource:*  *1) columnist*  *2) consumer*  *Post both on YouTube, Twitter, Facebook* | *500-word article template*  *100-word article template*  *Both have link to:*  *1) public report*  *2) videos on YouTube*  *Send to members’ communication staff* |
| ***External Opportunity (2):*** |  |  |  |  |  |  |  |
| *One Year Anniversary of Health Reform -- “Patient Protection and Affordable Care Act” (PPACA) becoming federal law (March 23)*  *Elements of greatest interest to local community, changes in progress, vision for future (with ties to public report)* | *Collaborative exec director & leader(s) from employer, health plan, provider and consumer group* | *Media advisory to announce public forum and speakers* | *Outreach to specific reporters (including public TV to film it) & bloggers to encourage their attendance* | *Op-ed to primary city newspaper* | *Community forum on status of changes due to PPACA, & tie to purpose of public report* | *Video feed of forum on Web site*  *Note on Twitter*  *Note on Facebook* | *500-word article template & 100-word article template (both with link to public report)*  *Send to members’ communication staff*  *Include in Collaborative monthly newsletter* |

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| **APRIL 2011** | | | | | | | |
| **TOPIC** | **Who, sources** | **Media –release** | **Media – individual pitches** | **Media –**  **op-ed/letter to editor** | **Media – event(s)** | **Media – other (video, photos, social)** | **Newsletter template article (for Alliance participants’ use)** |
| ***Internal Milestone:*** |  |  |  |  |  |  |  |
| ***External Opportunity:*** |  |  |  |  |  |  |  |
| **MAY 2011** | | | | | | | |
| **TOPIC** | **Who, sources** | **Media –release** | **Media – individual pitches** | **Media –**  **op-ed/letter to editor** | **Media – event(s)** | **Media – other (video, photos, social)** | **Newsletter template article (for Alliance participants’ use)** |
| ***Internal Milestone:*** |  |  |  |  |  |  |  |
| ***External Opportunity:*** |  |  |  |  |  |  |  |
| **JUNE 2011** | | | | | | | |
| **TOPIC** | **Who, sources** | **Media –release** | **Media – individual pitches** | **Media –**  **op-ed/letter to editor** | **Media – event(s)** | **Media – other (video, photos, social)** | **Newsletter template article (for Alliance participants’ use)** |
| ***Internal Milestone:*** |  |  |  |  |  |  |  |
| ***External Opportunity:*** |  |  |  |  |  |  |  |
| **JULY 2011** | | | | | | | |
| **TOPIC** | **Who, sources** | **Media –release** | **Media – individual pitches** | **Media –**  **op-ed/letter to editor** | **Media – event(s)** | **Media – other (video, photos, social)** | **Newsletter template article (for Alliance participants’ use)** |
| ***Internal Milestone:*** |  |  |  |  |  |  |  |
| ***External Opportunity:*** |  |  |  |  |  |  |  |
| **AUGUST 2011** | | | | | | | |
| **TOPIC** | **Who, sources** | **Media –release** | **Media – individual pitches** | **Media –**  **op-ed/letter to editor** | **Media – event(s)** | **Media – other (video, photos, social)** | **Newsletter template article (for Alliance participants’ use)** |
| ***Internal Milestone:*** |  |  |  |  |  |  |  |
| ***External Opportunity:*** |  |  |  |  |  |  |  |

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| **SEPTEMBER 2011** | | | | | | | |
| **TOPIC** | **Who, sources** | **Media –release** | **Media – Individual pitches** | **Media –**  **op-ed/ Letter to Editor** | **Media – event(s)** | **Media – other (video, photos, social)** | **Newsletter template article (for Alliance participants’ use)** |
| ***Internal Milestone:*** |  |  |  |  |  |  |  |
| ***External Opportunity:*** |  |  |  |  |  |  |  |
| **OCTOBER 2011** | | | | | | | |
| **TOPIC** | **Who, sources** | **Media –release** | **Media – Individual pitches** | **Media –**  **op-ed/ Letter to Editor** | **Media – event(s)** | **Media – other (video, photos, social)** | **Newsletter template article (for Alliance participants’ use)** |
| ***Internal Milestone:*** |  |  |  |  |  |  |  |
| ***External Opportunity:*** |  |  |  |  |  |  |  |
| **NOVEMBER 2011** | | | | | | | |
| **TOPIC** | **Who, sources** | **Media –release** | **Media – Individual pitches** | **Media –**  **op-ed/ Letter to Editor** | **Media – event(s)** | **Media – other (video, photos, social)** | **Newsletter template article (for Alliance participants’ use)** |
| ***Internal Milestone:*** |  |  |  |  |  |  |  |
| ***External Opportunity:*** |  |  |  |  |  |  |  |
| **DECEMBER 2011** | | | | | | | |
| **TOPIC** | **Who, sources** | **Media –release** | **Media – Individual pitches** | **Media –**  **op-ed/ Letter to Editor** | **Media – event(s)** | **Media – other (video, photos, social)** | **Newsletter template article (for Alliance participants’ use)** |
| ***Internal Milestone:*** |  |  |  |  |  |  |  |
| ***External Opportunity:*** |  |  |  |  |  |  |  |

**Other Possible Topics for “Expert” Columns:**

* Finding health information online
* Quality of generics vs. name brand drugs
* Talking with your doctor/making the most of your visit
* Why the focus on health IT (re quality, safety, efficiency, value)?
* Return on investment of improving health equity for everyone
* Hospital-acquired infections, what local hospitals are doing about it