



Health Department Communication Procedures

A health department's guide for writing effective communication procedures.

Informative guide for writing procedures for public health communication including: basics of communication, dissemination of appropriate public health information to audiences, coordination with community partners on unified public health information messages, contact list of media and key stakeholders, designation of staff member(s) job responsibilities and responsibilities, expectations for staff members interacting with news media and public, public information materials, and utilizing communication resources.

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PURPOSE STATEMENT

The purpose of this text is to serve as a guiding document when developing written procedures for a health department's (HD) communication efforts to the public, community partners and/or stakeholders. Written procedures and protocols ensure consistency and effectiveness of communications pertaining to public health issues. Specifically, the following elements should be taken into consideration by a HD when developing written communication procedures:

- **Communications 101:** Overview the basics of quality and effective communication messages and why it is essential for HDs to communicate their programs/services to the public, community partners and stakeholders.
- **Communication Efforts:** Understand the dynamics of effective communications and that it involves more than simply delivering a message. From the HD standpoint, communication efforts should entail the following:
 - Implement a process for disseminating information to various audiences accurately, timely and appropriately.
 - Define and maintain a contact list of key community partners that can help distribute public health information for specific public health topics, events and/or emergencies.
 - Monitor and measure the effectiveness of implemented communication strategies/events.
 - Designate a staff member(s) to serve as the Public Information Officer (PIO), or equivalent job description, and define his/her roles and responsibilities to help ensure that public health information messages are consistent and unified.
 - Outline the responsibilities and expectations of all staff engaging with the news media and public.
 - Establish a protocol concerning HD public health branding.
- **Communication Resources:** Explore available public health resources relating to communication to better suit the needs of your HD.

While seeking accreditation maybe the intended goal of the entity utilizing this document, it is not written for that purpose. Any HD should have written communication procedures as an organization's best practices. The following text will help prepare HDs for PHAB Measure 3.2.3 V 1.5. The use of the information does not signify conformity for this PHAB measure, but rather provides elements as a starting point in which HDs should consider when developing written communication procedures.

"The two words information and communication are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through."

- Sydney Harris

COMMUNICATIONS 101

There are literally hundreds of resources that provide a basic understanding of communications available in the library, on the Internet or through professional associations interested in equipping their members on how to help deliver effective messages. While each is unique and offers a different perspective, there are common themes in each. The key elements of communications include the following:

- ***What is the goal or objective of the communication?*** Another way to consider this point is what is the desired result to be achieved by issuing the communication?
- ***Who is the intended audience?*** There may need to be multiple messages to reach the intended audiences. For example, the audience may be the workforce in the community, students, different populations with different levels of socio-economic status and levels of education.
- ***What is the message?*** How does the message need to be changed to reach the intended audiences?
- ***What communication methods will be used to reach the intended audiences?*** It may be necessary to use multiple media modes to ensure full coverage.
- ***Who is responsible for the delivery of the message?***
- ***How will you evaluate the effectiveness of the communication?*** There are varieties of ways to assess the effectiveness of the communication. More traditional methods may require a survey or the use of focus groups while the newer social media approaches have applications to determine the number of people reached or accessing the communication. Regardless of the approach, the use of data to determine if the desired outcomes were achieved may be the best way to determine the effectiveness of the communication.

There are numerous reasons for a HD to have an organized and structured communication effort. Some of which would be a crisis communication effort in the event of a disaster or environmental issue, an orchestrated marketing strategy around a particular chronic disease or the services offered by the HD, or the need for the public to be proactive in preventing something like the flu by getting vaccinated. Regardless of the reason for the communication, to ensure that the HD's message is effective it is essential that the department have a written communication strategy that provides staff with the guidelines and procedures to follow. By having a plan, policy and strategies that recognize these key elements, the department will ensure that its communication efforts will reach the intended audience and that the message is geared to that audience. A proactive communication initiative will be an effective tool for the HD in improving the overall health of the public and a long-term quality improvement approach will lead to a more effective approach to communication.

Note: Information contained above can be found in Appendix A on page 15.

COMMUNICATION EFFORTS

Disseminating Public Health Information Accurately, Timely, and Appropriately

Communicating the essential public health services and programs offered by HDs is crucial for helping the public gain a better understanding of public health activities offered, as well as engaging the community in participating in these services/programs. Distinguishing how public health information should be accurately, timely, and appropriately distributed to the intended target audience and identifying the most effective mode of communication is vital for informing the public of everyday activities HDs encounter.

A. Key Considerations

These components are essential for both internal and external communication.

- Remember the *Seven Cs of effective messages: Clear, Concise, Concrete, Correct, Coherent, Complete and Courteous.
- All messages disseminated should be reviewed by a Public Information Officer and/or designated staff member(s) to confirm all seven components are present.

B. Make Effective Communications a Priority

In order to be effective, communications have to be considered part of day-to-day activities – *not a one-time effort*.

- Determine who will be the point person for communication activities.
- Establish a communications/media committee. Have regular meetings to review process and progress; report on activities on a designated time-frame suitable for your HD.
- Distribute updated message memos and talking points on a regular basis.
- Develop a media list that includes state and local reporters who cover health and policy issues.
- Provide regular communications to all staff and partner organizations to ensure that the message is accurately reflected to family, friends, community and others.
- Utilize effective communication channels and outlets.

*Source: https://www.mindtools.com/pages/article/newCS_85.htm

C. Communication Methods

The following communication methods should be utilized to present a public message to the targeted audience(s). HDs should keep in mind that a variety of communication methods may be needed to address the target audience intended to receive the message. Consider the purpose of the communication, age(s) of the target audience, culture, socioeconomic status, educational level, etc. when deciding on the best communication strategies to reach your target audience.

NEWS/MEDIA

- News article
- Commentary, editorial, opinion editorial
- Advertisement- newspaper, radio, television
- Public Service Announcement
- Radio advertising
- Radio talk show
- Television news/talk show
- Press release to multiple news outlets

INTERNET

- Webpage
 - Frequency of needed postings and updates, such as:
 - * Coalition/Workgroup meetings
 - * Distribution of HD/Community Health Surveys
 - * Health classes offered by HD
 - * New services/programs offered
 - * Board of Health meetings and members
 - * All services/programs offered
 - * Fact sheets:
 - Provide links to additional resources
 - As a link on community partners' webpage
- Social Media
 - Facebook, Twitter, Instagram, Pinterest, blog page, etc.
 - Frequency of needed postings and updates

FACE TO FACE COMMUNICATION

- Presentations
 - Civic organizations, Chamber of Commerce, schools, etc.
 - One-on-one meetings
 - Community education/trainings/presentations/forums
 - Events (e.g. health fairs, information tables, etc.)
 - Word of mouth

COMMUNICATION MATERIALS

- Fact sheets
 - Locations for dissemination
- Brief bios of spokesperson
- Brochures
 - Locations for dissemination
- Newsletters
 - Time frames should be appropriate for health department (monthly vs. quarterly, etc.)
- Publications
- Emails
- Talking Points

OTHER: HEALTH DEPARTMENT SERVICE/PROGRAM

- Consider developing a plan for distributing public health information messages that are service/program specific. The following elements should be considered when developing this plan:
 - State the HD service/program being communicated.
 - Contact information for responsible staff member in charge of service/program.
 - Communication materials (Accuracy, timely and mode of communication).

Health Department Service/Program Example:
Women, Infants, and Children (WIC)

Responsible Party: HD WIC Coordinator

Accuracy: WIC public health messages should be coordinated to meet all WIC federal guidelines. Information sent out on behalf of the HD should follow the organization's policy or procedure for developing public health information messages.

Timely:

- WIC Quarterly newsletters should be distributed by the beginning of each quarter.
- Educational materials regarding WIC updated guidelines and/or important information should be sent out to audiences within designated timeframes.
- Audiences requesting WIC information shall be put in contact with the appropriate responsible contact individual and information should be disbursed no later than a designated time-frame established by the HD.

Mode of Communication:

Facebook, Twitter, department website, local newspaper, HD lobby.

COORDINATION WITH COMMUNITY PARTNERS

Coordination with community partners will help convey public health information messages to more effectively reach the intended target audience. Public health information messages tailored towards specific audiences should be distributed to community partners that work with these audiences in their every day job duties. Community partners are a vital resource for HDs when communicating public health information and should be used appropriately.

The following steps should be taken to ensure the HD's public health information messages are disseminated throughout the community through the collaboration with their community partners:

1. Designate a person or persons to coordinate the public health messaging for the HD.
2. Create a contact list that includes (at a minimum) the following entities:
 - a. Faith-based organizations, i.e. Ecumenical groups, churches
 - b. Social organizations, i.e. United Way, Rotary, Lions, Key Club
 - c. Health care providers, i.e. hospitals, clinics
 - d. Business organizations, i.e. Chamber of Commerce
 - e. Social service organizations, i.e. Community Action Commission, mental health, etc.
3. For each entity included in the contact list the following information should be collected:
 - a. Contact name
 - b. Backup contact, if possible
 - c. Email address
 - d. Phone numbers
 - i. Business
 - ii. Mobile
 - iii. Home, if possible
 - e. Mailing address
 - f. Physical address, if different
 - g. Focus/areas of interest the entity is willing to promote
4. Develop a plan in association with program personnel for periodic communications throughout the year to ensure a consistent public health message is shared throughout the year with the public. The plan should include the following and when appropriate the personnel involved:
 - a. Message topic
 - b. Proposed content for the message
 - c. Time frame for the development of the message
 - d. Means of distribution and entities that will be a part of the distribution
 - e. Planned time frame for the distribution of the message
 - f. Assessment of the messaging following the distribution
5. The plan should be shared with all community partners to obtain their interest in specific messages and to determine how they may assist with the delivery of each message.
6. Implementation of the plan throughout the year.
7. Assess the success of the plan prior to the development of the next year's plan. The review should include the following:
 - a. If resources permit, a survey should be completed within a time frame suitable for your HD to determine the following:
 - i. What messages resonated with the community?
 - ii. The effectiveness of the involvement of the community partners to spread the message to the public?
 - iii. Was a specific media form more effective than others in reaching the public?

- b. When resources are not available or in the year(s) a survey is not used, a person responsible for communications should meet with community partners to determine how the HD messaging should be enhanced.

MEDIA AND KEY STAKEHOLDER COMMUNICATION LISTING

Developing and maintaining a media and key stakeholder communication listing is critical to establishing points of contacts for public health information message delivery. A quick reference to community partners in a maintained listing allows for easy access to help distribute public health information messages to the correct key contact person.

The Public Information Contact Form (*Appendix B*) can be used to develop an up-to-date media and key stakeholder list that includes but is not limited to:

- Local News Media
- Social, Civic and Faith Based Organizations
- Health Care Community
- Community Based Partners
- Business Organizations
- City and County Officials
- City and County Emergency Personnel/Law Enforcement
- Governing Entity Members
- Schools and Universities

Creating an effective public information contact list is a time-consuming process, but it is worth the effort. With an effective list, HDs will be able to get more exposure for their HD and the services and programs that are available. In addition, the list will allow an agency to better inform the public in the event of emergencies in a more timely and accurate manner. PIO or designated staff member will:

A. Create the Contact List:

- Ask co-workers for contact information of community partners they have established connections with.
- Ask community partners about other partners they are engaged with.
- Ask people you know at local associations or advocacy groups for copies of their mailing lists.
- Check your local library for the community publications that list local and regional media.
- Compile a list of names, addresses, telephone and fax numbers and e-mail addresses for members of each entity you wish to contact.
- Search the web for contacts in your area.
- Create a database or storage location to update and revise contact data. This can be as simple as a table in Word, an Excel spreadsheet or an Access database. (See table in Appendix B as an example).
- Ask each contact if he or she prefers press releases and materials to be emailed or faxed.
- An email distribution list can be created for those who prefer to be contacted by email.

B. Make and Maintain Contacts:

- Introduce the HD as a community leader bringing educational and health related programs into the community.
- Explain that the HD will be sending out information about events and news on a regular basis and encourage that information is shared.
- Invite the contacts to call the HD point of contact when they are working on community health related stories/messages.
- Review and update the contact list on a regular basis.
- Utilize Social Media. It is an excellent tool to discover new contacts; but when updating the listing, call the contact person and verify the information. This may even open up additional contacts.
- Include a revision date once the contact list is updated.

EVALUATING EFFECTIVENESS OF COMMUNICATION ACTIVITIES

Evaluating the effectiveness and impact of a communication activity/strategy as well as the communication methods utilized is critical to assessing communication activities. The basic question to be answered is, “Was the right communication message and method delivered to the correct audience through the most effective channel at the appropriate time?” Evaluation should be considered at the beginning of the communication process. The ongoing assessment includes the following:

Step 1: Determine the type of impact expected.

- **Communication output:** Is the actual product of a communication activity, what is delivered to the target audience.
- **Outgrowth:** Refers to how the target public demands and receives the output produced (response rates which can be measured, e.g. by media clippings, attendance figures, web hits...)
- **Outcomes:** Measured through feedback, evaluation forms, surveys, data, statistics, etc.
 - **Awareness/Knowledge:** Impact can be assessed in terms of knowledge gained
 - **Attitude/Perception:** Perception of a project or program
 - **Behavior:** Measurement of change in behavior

Step 2: Monitoring Communication Activities

- **Events**
 - Keep track of participants’ lists and contacts
 - Prepare a questionnaire/survey for feedback for utilization after the event
 - Focus Groups
 - Interviews
- **Online tools**
 - Monitor the HD’s website hits in connection with certain communication events (i.e. after having sent out a press release etc.)
 - Social media activities
- **Publications**
 - Keep track of who received the HD’s publications (distribution lists) and the number of publications disseminated. Get feedback through surveys or focus groups.

Step 3: Complete After-Action Report (Appendix C) and meet with key personnel to evaluate the effectiveness of the activity and strategies needed to improve the next activity or event.

While the above is written for a specific event or strategy, the intent is to measure the effectiveness of the overall communication strategy on a regular basis, which may be: quarterly, semi-annual or annually.

RESPONSIBILITIES OF PUBLIC INFORMATION OFFICER

Public Information Officer (PIO) and/or designated staff member(s) is responsible for communicating accurate, consistent and timely information for day-to-day activities and during public health emergencies. HD information provided to the public, community partners and stakeholders should be reviewed and approved by the PIO and/or designated staff member(s). Unified messaging is essential for promoting services/programs that the HD works hard to provide for the community.

SAMPLE JOB DESCRIPTION

A. Job Description:

The Public Information Officer or designated staff member(s) should be responsible for ensuring that all public health information is released in an accurate, consistent and timely manner for day-to-day activities, as well as during public health emergencies. Public Health information should be easy to understand, specifically focused on public health promotion, safety and protection, and relating to the impact on the public in general. The PIO will generally report to the Public Health Director or governing entity of the HD.

B. Description of Responsibilities

The responsibilities of the PIO or designated staff member should include but are not limited to:

- Writes and/or coordinates and reviews all relative information releases and serves as the single dissemination point of all agency information.
- Maintains positive media relationships by networking and forming partnerships with television networks, radio stations, newspaper distributors, etc.
- Develops and conduct media briefings to make public health information available.
- Monitors broadcast and print media and use information collected to produce follow up news releases, briefing papers, social media sites, department website postings and corrects misinformation.
- Creates appropriate and effective public health information messages to the general public through various media outlets (news releases, Social Media sites, department website postings, etc.).
- Ensures public health information messages are appropriately branded by following the HD's branding policy/procedure and/or strategy.
- Serves as liaison between partnering agencies and constituents to ensure public health information is accurate, reliable and easy to understand.
- Coordinates with HD internal agency staff and governing entity on public health information and its impact on the public in general.

- Develops written guidelines, policies and/or procedures that are used during the sharing of public health information to the public or the media.
- Works with public health director, governing entity and community partners to examine any public health situation and determine the amount of information to release and what information should be shared with the public.
- Serves as the public face of the agency during an emergency situation (such as planning and holding a press conference to provide essential information to the public during a public health emergency or health related discovery).

C. Skills, Education, Experience

The PIO should have the necessary skills, education and experience to in order to provide accurate, consistent and timely matter information to the general public. The following skills, education and experience serve as suggested minimum requirements all HD PIO's or designated staff member(s) should possess:

- **Skills:** Strong communication skills both orally and written; excellent organization skills; ability to work well under stress; detailed oriented; must work well with others; competent in speaking in front of large groups and/or news media outlets; capability to establish and maintain positive relationships with media outlets as well as other community partners and stakeholders.
- **Education:** At least a Bachelor's degree from an accredited college or university in Business or Public Administration, Health Administration, Public or Community Health, Communications/Marketing, Public Relations, or other related degree. Preferably an employee with a Master's degree in a related field should be considered.
- **Experience:** At least three years of experience in developing, distributing, communicating, preparing and/or coordinating public information messages.
- **Professional Development:** Strongly encouraged to attend professional development trainings, conferences, and meetings relating to the dissemination of public health information. Continuing education is essential for the PIO to maintain the capability of disseminating public health information messages in the most effective and efficient manner possible.

HEALTH DEPARTMENT STAFF INTERACTING WITH MEDIA

It is important the HD recognizes the role of staff interacting with the media. The PIO should have initial responsibility of all media communications and all other staff members should have their responsibilities defined. This section sets forth suggested responsibilities for each type of employee.

A. HD Director

HD director should serve as PIO Backup: In the absence of the PIO, the Director should assume all responsibilities of the PIO.

Spokesperson responsibilities: In most cases that involve an HD issue, the director may serve as the spokesperson to the public if the PIO is not available.

B. Public Information Officer

The PIO is the primary point of contact: The PIO should be the primary point of contact for any call/email from the media. Depending on the nature of the call, the PIO can assign the request to a designated contact within the organization. However, prior to the designated contact returning a media call, the contact personnel should be briefed by the PIO in regards to the information requested, as well as the information to be supplied.

Media requests will be treated with priority: Media requests should be treated with priority and if calls cannot be returned within a specified time-frame by the HD, the PIO should contact the media outlet with an anticipated time to expect a return phone call or requested information.

Spokesperson responsibilities: The PIO should be the spokesperson for any requests or assign this responsibility to another within the organization, including Director Division/Department Managers, governing entity members, or staff members.

C. Division/Department Managers

Division/Department Managers may be assigned point of contact by PIO. Division/Department Managers can be assigned the role of primary contact for subjects related to their areas of responsibility. If assigned as a designated contact, Division/Department Directors (managers) should be briefed by the PIO and/or Director on information requested, as well as information to be supplied.

Spokesperson responsibilities: Division/Department Managers can be assigned the role of spokesperson for any requests that involve the areas for which they are responsible. Subject content should be reviewed with PIO and/or Director before a spokesperson engagement.

D. Governing Entity Members

On occasion governing entity members may be assigned the role of spokesperson on policy matters.

Spokesperson responsibilities: Governing Entity Members can be assigned the role of spokesperson for any requests that involve the entire HD. Subject content should be reviewed with PIO and/or Director before a spokesperson engagement.

E. Staff Employees

Staff Employees may be assigned media interviews by PIO and/or HD Director: Staff employees may conduct media interviews that are pertinent to the program with which they work. Subject content to be covered in a media interview should be reviewed with PIO and/or Director before an agreement to interview is reached.

Spokesperson responsibilities: Staff employees can be assigned the role of spokesperson for any requests that involve the HD. Subject content should be reviewed with PIO and/or Director before a spokesperson engagement.

PUBLIC HEALTH BRANDING

All materials coming from a HD should be easily identifiable based on the branding design standards established by the governing entity. Design standards are intended to ensure that the public recognizes educational materials or handouts from the HD and should include the following components:

- A. **Purpose of graphic design and style standards:** HD logo and importance of unified messaging.
- B. **Procedure for printing materials:** All newly created materials should be approved by PIO and/or designated staff member.
- C. **Use of software for creating and developing materials:** Indicate which software may be used to develop materials.
- D. **Templates:** Pre-made brochures, fliers, letterheads, business cards and presentations accessible for all staff.
- E. **Acknowledgement of published materials from other sources:** Citing sources of public health information not created by the HD.
- F. **Contact information:** HD address, phone number and department website (if applicable) should be indicated on all materials.
- G. **Approval of PIO for printing materials:** Approval of printing materials (cost, volume size, color, pictures, etc.).
- H. **Appropriate guidelines for Social Media material:** Material should be professional and appropriate for all ages.
- I. **Graphic design standards:** HD logo on all HD's created public health information materials.
- J. **Font guidelines and standards:** Font should be professional, easily readable and appropriate for the target audience.
- K. **Photos:** Use of photos for HD ID badges, e-mail signatures, etc.
- L. **Colors:** Establishing the HD's primary color and/or use of secondary colors for materials.
- M. **E-Mail guidelines:** Required contact information, notice of confidentiality statement, etc.

Appendix A: Communication Resources

Public Health Communications Resources

The following collection of communication resources might be useful for a HD when considering ways to utilize communication to improve the overall health of the public.

Description	Organization	Link
Administrative Guidelines for Text Messaging Clients and Other Individuals	National Association of County and City Health Officials (NACCHO)	http://www.naccho.org/toolbox/tool.cfm?id=2821
Communication and Marketing: A Foundational Capability for Local Health Departments	NACCHO	http://archived.naccho.org/communications/upload/Communications-Foundational-Capabilities.pdf
Effective Communications	NACCHO	http://naccho.org/communications/hd-communications/effective-communications.cfm
How Local Health Departments Use Social Media	NACCHO	http://www.naccho.org/toolbox/tool.cfm?id=2575
Using Media to Advance Public Health Agendas	NACCHO	http://www.naccho.org/toolbox/tool.cfm?id=2574
Using Social Media Platforms to Amplify Public Health Messaging	NACCHO	http://www.naccho.org/toolbox/tool.cfm?id=2204
CDCynergy (CD used for planning, managing and evaluating public health communication programs)	NACCHO	http://www.naccho.org/toolbox/tool.cfm?id=2065
NACCHO LinkedIn Guidance	NACCHO	http://www.naccho.org/toolbox/tool.cfm?id=2036
NACCHO Facebook Guidance	NACCHO	http://www.naccho.org/toolbox/tool.cfm?id=2035
NACCHO Twitter Guidance	NACCHO	http://www.naccho.org/toolbox/tool.cfm?id=2034
Social Media's Value: A Power Point Presentation Based Training	NACCHO	http://www.naccho.org/toolbox/tool.cfm?id=2027
CDC Social Media Tools Guidelines and Best Practices	NACCHO	http://www.naccho.org/toolbox/tool.cfm?id=2007

National Intimate Partner and Sexual Violence Survey: Communications Toolkit	Centers for Disease Control and Prevention (CDC)	http://www.cdc.gov/ViolencePrevention/pdf/NISVS_toolkit-a.pdf
National Infant Immunization Week: Media Relations Toolkit	CDC	http://www.cdc.gov/vaccines/events/niiw/promotional/media/downloads/mr-toolkit.pdf
Food Security Communications Toolkit	Food and Agriculture Organization of the United Nations	http://www.fao.org/docrep/014/i2195e/i2195e00.htm
Effective E-mail communication	The University of North Carolina at Chapel Hill	http://writingcenter.unc.edu/handouts/effective-e-mail-communication/
The Use of Social Media for Disaster Recovery	NACCHO	http://www.naccho.org/toolbox/tool.cfm?id=2675
The Health Communicator's Social Media Toolkit	CDC	http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf
Communication Process: Glossary of Grammatical and Rhetorical Terms	About.com	http://humanresources.about.com/od/interpersonalcommunication/qt/memorable.htm?utm_term=effective%20public%20health%20communications&utm_content=p1-main-2-title&utm_medium=sem-sub&utm_source=msn&utm_campaign=adid-cc252fe2-90a5-4a32-a2f2-ec4d675c0a6e-0-ab_mse_ocode-31636&ad=semD&an=msn_s&am=exact&q=effective%20public%20health%20communications&dqi=&o=31636&l=sem&qsrc=1&askid=cc252fe2-90a5-4a32-a2f2-ec4d675c0a6e-0-ab_mse
7 Steps to Planning a Productive and Successful Promotional Campaign	About.com	http://marketing.about.com/od/positioning/a/promocampaign.htm?utm_term=effective%20public%20health%20communications&utm_content=p1-main-1-title&utm_medium=sem-sub&utm_source=msn&utm_campaign=adid-cc252fe2-90a5-4a32-a2f2-ec4d675c0a6e-0-ab_mse_ocode-31636&ad=semD&an=msn_s&am=exact&q=effective%20public%20health%20communications&dqi=&o=31636&l=sem&qsrc=1&askid=cc252fe2-90a5-4a32-a2f2-ec4d675c0a6e-0-ab_mse
How to make your message memorable	About.com	http://humanresources.about.com/od/interpersonalcommunication/qt/memorable.htm?utm_term=effective%20public%20health%20communications&utm_content=p1-main-2-title&utm_medium=sem-sub&utm_source=msn&utm_campaign=adid-cc252fe2-90a5-4a32-a2f2-ec4d675c0a6e-0-ab_mse_ocode-31636&ad=semD&an=msn_s&am=exact&q=effective%20public%20health%20communications&dqi=&o=31636&l=sem&qsrc=1&askid=cc252fe2-90a5-4a32-

		a2f2-ec4d675c0a6e-0-ab_mse
Effective Communication	Institute for Clinical Research Education	https://www.icre.pitt.edu/mentoring/effective.html
How to Communicate Effectively	wikiHow to do anything	http://www.wikihow.com/Communicate-Effectively

Appendix B: Public Information Contact Form

Local News Media

Name, Title, Organization	Mailing Address	Email	Phone	Notes
				•
				•
				•
• Last updated xx/xx/xxxx				

Social, Civic and Faith Based Partners

Name, Title, Organization	Mailing Address	Email	Phone	Notes
				•
				•
				•
• Last updated xx/xx/xxxx				

Health Care Community

Name, Title, Organization	Mailing Address	Email	Phone	Notes
				•
				•
				•
• Last updated xx/xx/xxxx				

Community Based Partners

Name, Title, Organization	Mailing Address	Email	Phone	Notes
				•
				•
				•
• <i>Last updated xx/xx/xxxx</i>				

Business Organizations

Name, Title, Organization	Mailing Address	Email	Phone	Notes
				•
				•
				•
• <i>Last updated xx/xx/xxxx</i>				

City and County Officials

Name, Title, Organization	Mailing Address	Email	Phone	Notes
				•
				•
				•
• <i>Last updated xx/xx/xxxx</i>				

Law Enforcement

Name, Title, Organization	Mailing Address	Email	Phone	Notes
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Name, Title, Organization	Mailing Address	Email	Phone	Notes
				•
				•
				•
• Last updated xx/xx/xxxx				

City and County Emergency Personnel

Name, Title, Organization	Mailing Address	Email	Phone	Notes
				•
				•
				•
• Last updated xx/xx/xxxx				

Governing Entity Members

Name, Title, Organization	Mailing Address	Email	Phone	Notes
				•
				•
				•
• Last updated xx/xx/xxxx				

Schools and Universities

Name, Title, Organization	Mailing Address	Email	Phone	Notes
				•

Name, Title, Organization	Mailing Address	Email	Phone	Notes
				•
				•
• <i>Last updated xx/xx/xxxx</i>				

Other

Name, Title, Organization	Mailing Address	Email	Phone	Notes
				•
				•
				•
• <i>Last updated xx/xx/xxxx</i>				

Appendix C: Event/Communication Strategy/After-Action Report

Event/Communication Strategy After-Action Report

Date of Implementation	
Event/Communication Strategy	
Cost(s) for the Event/Strategy	
Description of Event/Strategy	
Estimated Attendance or audience reach (media, internet)	
Staff participation (list staff participating in the Event/Strategy)	
Partnering Organization(s):	
Positive Outcomes	
Challenges:	
Recommendations for future events	
Other Comments	
<i>Last updated xx/xx/xxxx</i>	

Appendix D: Glossary of Public Health Communication Terms

- ❖ **After-Action Report:** Evaluation tool designed to capture the effectiveness of an implemented communication event and/or strategy.
- ❖ **Communication:** Manner for distributing information.
- ❖ **Communication Method:** Technique for distributing information
- ❖ **Contact List:** Method for organizing partner information in an easily identifiable way.
- ❖ **Event/Communication Strategy:** Process for distributing information in a strategically organized manner.
- ❖ **Policy/Procedure:** Written guidelines designed to reach an intended goal.
- ❖ **Public Information Officer:** Contact person responsible for distributing information and communicating with the public and media.
- ❖ **Target Audience:** Specific group for which a message is intended.

Note: Definitions provided by KPHLI group members

This document was respectfully created by the KPHLI 2014-2015 Cohort Group – CommuniCATS:

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