**NCACH 6 Month Communication Plan: Target Audience Identification and Prioritization**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Importance of Communication** | | | **Timeline Priority** | **Content Level\*** |
| **Category** | **Low** | **Moderate** | **Critical** | **1 = First Priority**  **3 = Lowest Priority** | **1 = Most Detail**  **3 = Least Detail** |
| NCACH Governing Board |  |  | **X** | **1** | **1** |
| WA State Partners (e.g., HCA, DOH) |  |  | **X** | **1** | **1** |
| NCACH Regional Council/Regional Workgroup Members |  |  | **X** | **1** | **2** |
| Risk-Bearing Entities (e.g., MCOs, ACOs, Health Plans) |  |  | **X** | **1** | **2** |
| Government Officials / Policy Makers |  |  | **X** | **1** | **2** |
| Reporters, Editors, and Media Outlets |  |  | **X** | **1** | **3** |
| NCACH CHI Members |  |  | **X** | **2** | **2** |
| Colville Business Council (Tribal Council) |  |  | **X** | **2** | **2** |
| Regional Networking Groups |  |  | **X** | **2** | **2** |
| Medical/Behavioral/Dental Providers and Healthcare Systems |  |  | **X** | **2** | 2 |
| Public Health Entities |  |  | **X** | **2** | **2** |
| Community Organizations (e.g., nonprofit agencies, service clubs, community foundations) |  |  | **X** | **2** | **3** |
| Organizations or individuals that oppose NCACH work. |  | **X** |  | **2** | **2** |
| Health Improvement Coalitions |  | **X** |  | **2** | 3 |
| Businesses/Chambers of Commerce/Downtown Associations/Ports |  | **X** |  | **2** | **3** |
| Social Service Agencies |  | **X** |  | **2** | **3** |
| Faith Organizations | **X** |  |  | **3** | **3** |
| Food Systems | **X** |  |  | **3** | **3** |
| Transportation Agencies | **X** |  |  | **3** | **3** |
| Housing Service Agencies | **X** |  |  | **3** | **3** |

\*Content Level Key: Level 1: Communications target highly-specialized audience needs (e.g., detailed data, financial data, required reports) .

Level 2: Communications target partners who will be involved at some level in NCACH efforts and outcomes. Content depth and detail is modified to meet for the specific audience (e.g., current plans, projects, timelines, assignments, meeting schedules, events, etc.

Level 3: Communications target the widest audience and requires the least detail. A very high-level perspective.