***Category 3: Engagement Strategies***

1. Community Engagement Narrative

**Draft written by Communication work group (Deb Miller, Nancy Warner, Cathy Meuret)**

1. NCACH Communication **DRAFT** Plan

**NCACH 6 month Communication *DRAFT* Plan: July – December, 2015**

This is a limited, six-month plan intended to provide initial direction to communication efforts until the NCACH Governing Board and identified backbone agency assume responsibility for NCACH communications through a formal, long-term communication plan.

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| **6 Month Plan Objectives:**   1. Provide a clear, consistent, and audience-appropriate message for the purposes of building region-wide community and other sector awareness and engagement, building NCACH recognition, and recruiting participants for multiple NCACH teams and workgroups. 2. Through audience communications, obtain feedback on concerns, suggestions, and ideas for NCACH. | | | |
| **Strategies** | **Metrics** | **Activities** | **Governing Board** |
| Identify and prioritize the criticality of potential audiences, both by audience type (such as a service group or provider group) and by specific businesses and organizations. | Critical and important audiences are identified for presentation prioritization. | Create a list of all audience types, differentiating critical, important, and NA audiences.  Identify content depth or content specialty based on audience type. | Audience prioritization approval. |
| Develop effective communication messages and message delivery systems targeting the information needs of different audience types and organizations. | Presentations incorporate key adult learning principles, evidence-based delivery recommendations, and cultural considerations.  Messages will be built around learner-based objectives (e.g., inform, engage, motivate, maintain). | Create scripted presentations and printed messages applicable to targeted audiences.  Create English and Spanish-language print materials.  Develop multiple messaging formats (face-to-face presentations, print materials, webpages, online newsletters, email marketing). | Presentation content approval.  Printed message and materials approval.  Webpage development and approval.  Provide face-to-face presentations to target audiences. |
| Prioritize message delivery; schedule and deliver presentations. | Audiences identified as “critical” receive the presentation by 12/2015. | Request invitations to connect with critical target audiences; offer presentations to non-critical audiences.  Develop an electronic calendar of outreach presentations. | Appropriate presenters available for scheduled events. |
| Monitor and review communication effectiveness, gathering input from community members and organizations. | Participants understand information presented - can recall key messages.  Participants provide feedback and suggestions and report timely response.  Participants report information as timely. | Record input during and immediately following presentations.  Follow-up survey of representative participants. | Approve mechanism (e.g., NCACH-specific email address) for participant feedback delivery and acknowledgement (currently Barry Kling’s email via ACH webpage or Community Choice email via MyDocVault webpage). |

**NCACH 6 Month Communication *DRAFT* 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.

1. C. NCACH Completed Outreach
2. **NCACH Completed Community Engagement and Outreach**

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| NCACH Organizational Meetings/Dates | | | |
| Lead Group | 01-29-2015  02-12-2015  02-26-2015  03-12-2015  03-26-2015  04-23-2015  05-07-2015  05-21-2015  06-04-2015  06-18-2015 | **Chelan-Douglas CHI** | 04-10-2015  10-02-2015  12-11-2015 |
| NCACH Governing Board | 07-14-2015  08-21-2015  10-05-2015  11-02-2015  12-07-2015 | **Grant CHI** | 04-21-2015  07-15-2015  10-21-2015  12-16-2015 |
|  |  | **Okanogan CHI** | 03-27-2015  06-16-2015  10-20-2015  12-15-2015 |
| NCACH Regional Workgroups Meetings/Dates | | | |
| Population Health Regional Workgroup | 07-21-2015  07-29-2015  08-06-2015  08-18-2015  08-27-2015  09-14-2015  10-05-2015  11-04-2015 | **Care Transformation Regional Workgroup** | 06-10-2015  06-24-2015  07-10-2015  08-11-2015  08-24-2015  09-02-2015  09-24-2015  10-14-2015  11-05-2015  11-18-2015 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Organization/Agency | Communication Level | Organization Contact and/or Lead | Meeting Date | ACH delegate |
| NCACH REGION-Presentations | | | | |
| Senior Services Network-Chelan/Douglas | Level 3 | Dianne Tribble | 01-20-2015 | Deb Miller |
| Community Resource Forum-Moses Lake | Level 3 | Wendy Hanover | 02-03-2015 | Deb Miller |
| Chelan Round Table | Level 3 | Rich Watson | 04-17-2015 | Deb Miller |
| Wenatchee School Board | Level 2 |  | 05-12-2015 | Jesus Hernandez |
| Wenatchee Downtown Rotary | Level 3 | Jesus Hernandez | 05-28-2015 | Barry Kling |
| Wenatchee School District-Family Advocates | Level 3 | Melissa Hernandez | 06-03-2015 | Jesus Hernandez |
| WA Health Alliance-Wenatchee Stakeholder Meeting | Level 2 |  | 06-09-2015 | Jesus Hernandez |
| Coalition of Children and Families-Board Meeting | Level 2 |  | 06-15-2015 | Jesus Hernandez |
| Medicaid Providers Meeting | Level 2 | Aimee White | 06-17-2015 | Jesus Hernandez |
| Together for Youth-Board Meeting | Level 3 | Renee Hunter | 07-01-2015 | Jesus Hernandez |
| Economic Leadership Roundtable | Level 3 | Ron Cridlebaugh | 07-16-2015 | Deb Miller |
| Sunrise Rotary | Level 3 | Jim Huffman | 07-28-2015 | Deb Miller |
| Serving Our Seniors-Omak | Level 3 | Lisa Forrer | 07-30-2015 | Deb Miller |
| United Neighborhood Association-Wenatchee | Level 3 |  | 09-02-2015 | Jesus Hernandez |
| NCESD-Nurse Corp | Level 2 | Winnie Adams | 09-23-2015 | Barry Kling |
| NCESD-Migrant Physical Education Staff-Wenatchee | Level 3 | Rosie Martin | 09-29-2015 | Jesus Hernandez |
| Coalition of Children and Families-Annual Retreat | Level 2 |  | 10-02-2015 | Jesus Hernandez |
| Binational Health Week Event-Wenatchee | Level 3 |  | 10-03-2015 | Jesus Hernandez |
| NCESD-Migrant Physical Education Staff-Omak | Level 3 | Rosie Martin | 10-09-2015 | Deb Miller |
| Coalition of Children and Families-Legislative Forum | Level 3 |  | 11-04-2015 | Jesus Hernandez |
| Washington State | | | | |
| 2015 WSPHA Conference | Panel Presenter | WSPHA | 10-11-2015  10-12-2015 | Barry Kling |
| Media | | | | |
| NCW Community Success Summit | Supplement Article:  *Building a Culture of Health* |  | 11-12-2015 | Deb Miller |
| Binational Health Week Event-Wenatchee | Radio Guest (Spanish) |  | 10-03-2015 | Jesus Hernandez |