

Community Transformation Grant Communication Plan

Stanislaus County Health Services Agency

April 2013



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Overview

The *Community Transformation Grant* (CTG) was created through the Affordable Care Act's Prevention and Public Health Fund and supported fiscally by the Centers for Disease Control and Prevention (CDC). CTG gives communities an important opportunity to develop and implement initiatives to reduce risk factors responsible for chronic diseases, the leading causes of death and disability.

As the nation's public health agency, CDC's mission is to promote health and quality of life by preventing and controlling disease, injury, and disability. To that end, one of CDC's five priorities is to advance evidence-based health policies. *Policy development* provides solutions to an identified problem or need and is a core function of public health. As a CTG recipient, Stanislaus County Health Services Agency will focus on sustainable, population-wide evidence and practice-based changes in the communities of Stanislaus County.

The goal of CTG is to create healthier communities by making healthy living easier and more affordable where people work, live, learn, and play. Additionally, CTG emphasizes the prevention of disease and the promotion of health among population groups that experience the greatest burden of death, disability, and chronic diseases.

CTG communities will improve health and wellness by developing strategies that focus on:

- Tobacco-Free Living
- Healthy Eating and Active Living
- High-Impact Quality Clinical Preventive Services

Stanislaus County Health Services Agency (HSA) was awarded the *Community Transformation Grant* for Capacity Building (strategic planning) and will be moving toward implementation. The Capacity Building process (strategic planning) consists of four steps:

1. Mobilize the Community: develop and maintain a Leadership Team and Coalition.
2. Community Health Assessment: conduct a county-wide assessment comprised of several methods and models.
3. Tell Your Story: conduct community presentations to share the grant principles, assessment findings and strategic plan.
4. Strategic Planning and Re-application for Implementation

The Health Services Agency will provide leadership and coordination across the County through an approach that encourages resource sharing. By focusing resources in communities where people may not have the same opportunities for health care and access, or are experiencing disproportionately high rates of chronic disease, this work will be carried out through a County-wide Leadership Team (LT) and Coalition made up of key stakeholders and partners within the community representing the nine (9) county regions. (Please refer to Appendix A for a list of the LT and Coalition members).

Overarching Goals and Strategies (*Healthy People 2020*)

- Attain high quality, longer lives free of preventable disease, disability, injury, and premature death.
- Achieve health equity, eliminate health disparities, and improve the health of all groups.
- Create healthy and safe physical environments that promote good health for all.
- Promote quality of life, healthy development and healthy behaviors across all life stages.

CDC Core Principles

- Use and expand the evidence base for local policy and environmental changes that improve health
- Advance health equity and reduce health disparities
- Maximize health impact through prevention

Vision

To create healthier communities by making healthy living easier where people work, live, learn, and play.

Mission

Prevent disease and promote health equity among Stanislaus County residents.

Areas of Focus and Need

Through the strategic planning process, the CTG Leadership Team assessed current strengths, weaknesses, opportunities and threats, following the SWOT analysis approach. In addition, a countywide community health assessment (CHA) was conducted, collecting data using various methods such as key informant interviews, focus group discussions, on line surveys, policy and environmental scans, as well as reviewing secondary data which includes a summary of existing health data and related information illustrating the current health status, health insurance and health care access as well as demographic, behavioral social and economic factors affecting health and related to health disparities.

Findings from the SWOT analysis and the CHA presented a number of opportunities where CTG can focus its work on.

1. Capacity building
 - a. Development of community leaders
 - b. Youth engagement and development
 - c. Increased coordination and collaboration between government agencies, community based organizations, and public/private partnerships
2. Tobacco Free Living
 - a. Public awareness and education of the dangers of second and third hand smoke
 - b. Community readiness for instituting in-door smoke free living, such as within multi-unit housing
 - c. The adoption of a tobacco retail license ordinance in local cities
3. Healthy Eating and Active Living
 - a. Strengthening school wellness policies, to include enforcement
 - b. Increase public awareness and community readiness on how certain policies and systems change can facilitate healthy eating and active living, such as joint use agreements; limiting the number of fast food retailers, etc.
4. High Impact Clinical Preventive Services
 - a. Increase public awareness and education on the importance and need for preventive care
 - b. Increase access to preventive screening using mobile clinics
 - c. Adopt a care model which utilizes community health workers to assist patients navigate the health care system, focusing on preventive care

Communication Goals

Internal Communication Goal

Ensure consistent, timely communication across internal stakeholders in order to develop, drive, implement, and monitor the grant priority areas.

External Communication Goal

Using a community driven, population based approach, increase the awareness and knowledge of community residents, stakeholders, and decision makers regarding the importance of disease prevention and healthy living, in order for them to promote, support and facilitate behavioral and systems changes, resulting in an increase in the number of Stanislaus County residents who are healthy and free of chronic diseases.

Annual SMART Communication Objectives

These are the specific objectives written into the CTG work plan.

Year 1:

- By September 30, 2012, increase the number of promotional opportunities to educate a variety of stakeholders about Stanislaus County's Community Transformation grant and proposed prevention strategies from 0 -25.

Year 2:

- By September 29, 2013, increase the number of the public exposed to community health assessment findings and to engage them in a strategic planning process from 0 to 8.
- By September 29, 2013, increase the number of the public exposed to messages about community needs and CTG planned efforts and achievements from 0-25.
- By September 29, 2013, increase the number of public education messages promoting active living and healthy eating among communities experiencing health disparities from 0 to 4.

Key/Overarching Messages

The following key messages will be incorporated into all Community Transformation Grant initiatives and deliverables.

General:

- A healthy community leads to a stronger workforce, healthy children, and saves money on health care.
- Residents of the Stanislaus County communities should strive to help make healthy living the easy and affordable choice.

Tobacco-Free Living:

- Second hand and third hand smoke is the number one preventable cause of certain chronic diseases such as asthma.
- Children are most susceptible to the dangers of third hand smoke.
- It is important that people have access to tobacco-free living, such as smoke-free multi-unit housing, parks, indoor and outdoor spaces.

Healthy Eating, Active Living:

- Although individuals are responsible for their own and their children’s health, there are other outside factors which can greatly influence and determine the health of an individual.
- These factors include employers, food retailers, manufacturers, advertisers, schools, and how the environment is being built.
- In addition to one’s own health, Stanislaus County residents have a responsibility to protect the health of children in our communities by choosing, encouraging, supporting, and facilitating healthy lifestyles.

High Impact Clinical Preventative Services:

- Many of the leading causes of death from chronic diseases resulting from high blood pressure, high cholesterol and diabetes are preventable.
- Every dollar invested in building healthy communities will reduce the burden and demand on our health care system and ensure that more people will be healthier and live longer.
- It is more cost effective to start treating chronic diseases with prevention.

Communication Strategy

The purpose of the Community Transformation Grant Communication Plan is to develop a roadmap for the delivery of key messages to the respective audiences. Information will include the social and economic burden of chronic diseases, conditions and risk factors, while demonstrating the need for and impact of chronic disease prevention. The Communication Plan will ensure that messages are consistent and timely across internal and external stakeholders. Consequently, communication plans were developed for both internal and external audiences as defined below.

Internal Communication Plan

The focus of the internal communication plan is to foster the exchange of ideas and information amongst all internal stakeholders charged with the development and implementation of the Community Transformation Grant work.

Audiences:

- Stanislaus County Health Services Agency CTG Staff
- CTG Leadership Team Members
- CTG/HEART Coalition Members

Strategy:

Foster clear, reciprocal communications between the following audiences:

Audience	Tactic(s)	Communication Channel	Timeline	Lead Person	Status
Stanislaus County Health Services Agency CTG Staff	Develop mailing lists within Outlook	Email via Outlook Distribution Lists	On-going	S. Sprouse	Completed, updated as needed
Stanislaus County Health Services Agency CTG Staff	Establish and distribute a roles and responsibilities list	In person meetings	On-going, quarterly	E. Gonzalez	Completed, updated as

Audience	Tactic(s)	Communication Channel	Timeline	Lead Person	Status
					needed
	Hold regular internal meetings	In person meetings	On-going, weekly	E. Gonzalez	In progress
	Establish CTG website	Website	On-going	S. Sprouse	06/30/13
CTG Leadership Team	Hold quarterly meetings	In person meetings	On-going, quarterly	E. Gonzalez	In progress
	Act as CTG spokesperson within each represented Agency or Organization	Communication methods within respective organizations	On-going	Leadership Team members	In progress
CTG/HEART Coalition	Hold Bi-monthly meetings	In person meetings	On-going, monthly	S. Sprouse	In progress
	Act as CTG spokesperson within each represented Agency or Organization	Communication methods within respective organizations	On-going	CTG/HEART Coalition members	In progress

External Communication Plan

The external communication plan is to inform various audiences of the social and economic burden of chronic diseases, conditions and risk factors, while demonstrating the need for and impact of chronic disease prevention, focusing on the three grant priority areas:

- Tobacco-Free Living
- Healthy Eating, Active Living
- High Impact Clinical Preventative Services

Audiences:

- City, county, state and federal policy and decision makers
- Health Professionals
- Stanislaus County businesses
- Local private, nonprofit agencies and grassroots organizations
- Stanislaus County residents
- Traditional and alternative media

Strategy:

Foster clear, reciprocal communications between the following audiences:

Audience	Grant Priority Area	Tactic(s)	Communication Channel	Timeline	Lead Person	Status
City, county, state and federal policy and makers, health professionals, Stanislaus County businesses, Local private, nonprofit agencies and grassroots organizations, Stanislaus County residents, traditional and alternative media	Tobacco	Develop talking points and message maps around the 3 main messages as listed above under Key Messages for Tobacco Free Living	Ad Hoc committee meetings	On-going	K. Fitzgerald	In progress, as needed
	HEAL	Develop talking points and message maps around the 3 main messages as listed above under Key Messages for HEAL	Ad Hoc committee meetings	On-going	H. Duvall	In progress, as needed
	Clinical	Develop talking points and message maps around the 3 main messages as listed above under Key Messages for High Impact Clinical Preventative Services	Ad Hoc committee meetings	On-going	K. Bates	In progress, as needed
Same as above	Tobacco	Develop written articles and materials for local publication	Letters to the editor, opinion editorials, newsletters	On going	K. Fitzgerald	In progress, as needed
	HEAL	Develop written articles and materials for local publication	Letters to the editor, opinion editorials, newsletters	On going	C. Moore-Bell	In progress, as needed
	Clinical	Develop written articles and materials for local publication	Letters to the editor, opinion editorials, newsletters	On going	E. Gonzalez	In progress, as needed
Same as above	Tobacco	Speak at local events	Community forums, public meetings, and workshops	On going	J. Sims	In progress, as needed
	HEAL	Speak at local events	Community forums, public meetings and workshops	On going	L. Molina	In progress, as needed

Audience	Grant Priority Area	Tactic(s)	Communication Channel	Timeline	Lead Person	Status
	Clinical	Speak at local events	Community forums, public meetings and workshops	On going	J. Downs-Colby	In progress, as needed
Same as above	Tobacco	Provide media interviews	Newspaper, radio, and TV	On going	K. Fitzgerald	In progress, as needed
	HEAL	Provide media interviews	Newspaper, radio and TV	On-going	L. Perez	In-progress, as needed
	Clinical	Provide media interviews	Newspaper, radio and TV	On-going	R. Huerta-Camara	In-progress, as needed
Stanislaus County residents	Tobacco	Conduct social marketing campaign to increase awareness of harmful effects of second and third hand smoke	Billboards, posters, movie theatre slides, and bus ads	9/30/13	E. Gonzalez	In progress
	HEAL	Conduct social marketing campaign to promote awareness on how to eat healthy and be active	Billboards, posters, movie theatre slides, and bus ads	9/30/13	E. Gonzalez	In progress
Media	Tobacco, HEAL, and Clinical	Respond to media inquiries regarding the CTG work	Interviews with media, in accordance with the HSA Media Policy	On going	J. Walker	As needed
Media, general public	Tobacco, HEAL, and Clinical	Issue press releases on CTG activities	Press releases in accordance with the HSA Media Policy	On going	E. Gonzalez	As needed

Tracking/Evaluation

Communication strategies will be recorded and reported on the Media Impression Worksheet developed by CDC.

Appendix A

Membership Lists of:

CTG Leadership Team

CTG/HEART Coalition

CTG Strategic Planning Ad Hoc Committees

CTG Leadership Team Membership List

California Department of Public Health
Central California Regional Obesity Prevention Programs
Ceres Partnership for Healthy Children
Children and Families Commission
City of Modesto-Parks, Recreation and Neighborhoods
City of Patterson
Golden Valley Health Centers
Local Government Commission-SMART Valley Places
Memorial Medical Center-Community Benefits & Volunteer Services
Private Public Relations Firm
Stanislaus County Behavioral Health Recovery Services
Stanislaus County Executive Office
The Sarah Samuels Center for Public Health Research & Evaluation
Stanislaus County Health Services Agency- FQHC Look-a-Like
Stanislaus County Health Services Agency-Public Health
Stanislaus County Office of Education-Prevention Programs
Stanislaus County Planning and Community Development
Sutter Gould Medical Foundation
Tenet Health-Doctors Medical Center
West Modesto King Kennedy Neighborhood Collaborative

CTG/HEART Coalition Membership List

American Heart Association
American Medical Response
Anthem Blue Cross of California
California State University of Stanislaus
Care More
Ceres Partnership for Healthy Children
Children and Families Commission
City of Modesto-Parks, Recreation and Neighborhoods
Connections Family Center
Del Puerto Health Centers
Doctors Medical Center
Doctors Medical Center Foundation
El Concilio
Golden Valley Health Centers
Health Net
Health Plan of San Joaquin
Kaiser Permanente
City of Patterson
Memorial Medical Center
Mended Hearts Association
Modesto City Schools
Modesto Junior College – Health Services
Public Health Officer, Stanislaus County Health Service Agency
Sarah Samuels Center for Public Health Research & Evaluation
Stanislaus County Health Services Agency
Stanislaus County Office of Education
Stanislaus Health Foundation
Stanislaus Local Government Commission
Stanislaus Medical Society
Sutter-Gould Medical Foundation
Turlock Unified School District
University of Pacific – Pharmacology
Vance Roget, MD, Last Resort/Modesto Marathon
West Modesto King Kennedy Neighborhood Collaborative

CTG Strategic Planning Ad Hoc Committee Membership List

Tobacco Free Living

Children & Families Commission
City of Modesto – Parks, Recreation and Neighborhoods
Doctors Medical Center Foundation
Health Net
Healthy Start – Modesto City Schools
Mended Hearts
Respiratory Care Practitioner
Stanislaus County Health Services Agency – Tobacco Programs
Stanislaus County Office of Education
Stanislaus Health Foundation
Sutter-Gould Medical Foundation

Healthy Eating and Active Living

Anthem Blue Cross
City of Modesto – Parks, Recreation and Neighborhoods
City of Patterson
City of Riverbank
El Concilio
Golden Valley Health Centers
Health Net
Health Plan of San Joaquin
Healthy Start – Modesto City Schools
Memorial Medical Center
Mended Hearts
Stanislaus County Health Services Agency
Stanislaus County Office of Education
Stanislaus Health Foundation
Stanislaus Medical Society
Sutter-Gould Medical Foundation
West Modesto King Kennedy Neighborhood Collaborative

CTG Strategic Planning Ad Hoc Committee Membership List continued

High Impact Clinical Services

Anthem Blue Cross

Golden Valley Health Center

Health Net

Health Plan of San Joaquin

Memorial Medical Center

Mended Hearts

Modesto Junior College

Respiratory Care Practitioner

Stanislaus County Health Services Agency

Stanislaus County Health Services Agency – McHenry Medical Office

Stanislaus County Office of Education

Stanislaus Medical Society

Sutter-Gould Health Foundation

Sutter-Gould Medical Foundation

Vance Roget, MD Last Resort/Modesto Marathon

West Modesto King Kennedy Neighborhood Collaborative

Appendix B

Stanislaus County Health Services Agency Media Policy

**Stanislaus County Health Services Agency
Media Policy**

PURPOSE:

To establish clear direction for contact with various news media. Every media inquiry is extremely important and affects the HSA. The Agency's Public Information Officer (PIO) functions as the primary media contact for the Stanislaus County Health Services Agency.

POLICY:

A. MEDIA INQUIRIES:

PROCEDURE:

1. All media inquiries, whether by telephone, in person, or email, are to be forwarded to the PIO Administrative Assistant at 558-7116 immediately. If the number is not answered, contact HSA Administration at 558-6833 OR 558-7163.
2. Employees other than those designated by the PIO, should not talk with the media. This is to protect the agency and the employee.
3. The PIO Administrative Assistant will document the inquiry on a Media Inquiry form (available on intranet under Public Information and Communications) in a pleasant professional manner providing concise details. Assistant will inform media that inquiry will be forwarded to the PIO.
4. It is imperative that the Administrative Assistant make actual contact with the PIO. Leaving a message or an e-mail is not sufficient.
5. The PIO or designee will review the inquiry, perform appropriate research and determine the appropriate HSA spokesperson.
6. The PIO or designee will contact spokesperson to provide information on media inquiry, and to confer on talking points and messages in responding to the inquiry. If needed, PIO will also provide coaching to spokesperson on how to respond to the media.
7. The PIO or designee will facilitate contact between media and spokesperson, for either telephone or in person interviews.
8. The PIO or designee will make himself/herself available for any in person interviews, to meet and greet media and facilitate dialogue.
9. Spokesperson, after conferring with PIO, will respond to media inquiry, either by calling the media back or conduct in person interview.
10. Security should be notified at 652-0970 when and where media will be on campus in order to be visible/available to ensure media comply with not speaking to employees, other than those who have been designated by the PIO.
11. After the call or interview, spokesperson shall complete the media inquiry form to be forwarded to the PIO's office.

B PRESS RELEASES/MEDIA ADVISORY:

PROCEDURE:

1. All press releases/media advisories or stories that are made to media sources must be reviewed and approved by the PIO before they are distributed. All phone calls to media sources in regard to news items or solicitation of news coverage must be approved by the PIO before they are made.
2. All press release or media stories are to be requested by submitting a completed Materials Review Tracking and Authorization Form (available on intranet under Public Information and

Communications) to the PIO together with draft release or media advisory, to division manager and if applicable, subject matter experts for review.

3. When completing the form the following points should be considered:
 - a. Your key message and three talking points with supporting information for your overall key message.
 - b. One or two quotes from subject matter expert to be included in the press release
 - c. Identify a media spokesperson/subject matter expert including their contact information i.e. phone and email.
 - d. Is the information “news worthy”?
 - e. What is the objective?
 - f. Is the timing right?
 - g. What is the political environment?
4. PIO staff will notify requestor when press release or media advisory is sent to media contacts, or that it would not be submitted to media.
5. Information that is posted on the HSA intranet requires a Web Edit Authorization Form (available on intranet under Public Information and Communications) be submitted for PIO approval.
6. If media responds, PIO will notify the requestor, following the procedure listed above, under the Procedure for Media Inquiries
7. If the media contacts a HSA contact other than the PIO, the media shall be referred to the PIO Administrative Assistant at 558-7116 to complete the process.