**Media and Communications Plan 2012**

(revised 3/1/2012)

 **MAY JUNE SEPTEMBER**

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**Community Health Profile Report** – the report which contains detailed data on the health needs and concerns of residents of Ingham, Eaton, and Clinton counties, including medically underserved people. The report will include primary and secondary data, qualitative and quantitative data, and maps.

May 3 Community Health Profile Report shared at Advisory Committee Meeting

May 7 Community Health Profile Report published to public

**Community Prioritization Dialogues** – the meetings where real people from the community, alongside members of the Advisory Committee, will view key data from the report, react to it, and decide what they feel is most important and offer ideas for improvement at the community level.

June Community Prioritization Dialogues (“Town Hall Meetings”) open to the public 50 to 100 people each

The locations listed are not final, but the goal is to place them in different settings around the area.

NOTE: Each hospital listed will coordinate the logistics of these events. Content will be planned with the steering committee.

 Charlotte (Alive! Center) Hayes Green Beach

 Eaton Rapids Eaton Rapids Medical Center

 St. Johns Sparrow Clinton Memorial

 Okemos/Williamston Sparrow

 Lansing (south) McLaren

Lansing (west) Sparrow

**Community Health Improvement Plan** – the set of goals, objectives, and strategies to improve the health needs identified in the Community Health Profile Report and prioritized in the Community Prioritization Dialogues.

 July Planning sessions begin

 August Community Health Improvement Plan shared at Advisory Committee Meeting

 Sept Community Health Improvement Plan published

**“Working Together for Health”**

MESSAGE: All of the area hospitals are working together to measure the health of our community. Together, community leaders, hospitals, and health departments will develop a plan to improve health across the whole community – where we live, work, learn, and play. Here’s what’s coming over the next several months. Why? Health reform and because it’s the right thing to do.

ACTIVITIES: Early April: Website Update (Anne Barna) [www.healthycapitalcounties.org](http://www.healthycapitalcounties.org)

Mid April: 1. Press release (drafted by Darice Darling – HGB) will be concurrently released by each hospital and health department.

 2. Social media (each hospital, health department, partner agencies/orgs) will link to the website to encourage engagement on upcoming events.

**“How healthy are we?”**

MESSAGE: Community leaders from across the capital area today unveiled a new report that measures the health of capital area communities. Packed with maps that show health problems in Ingham, Eaton, and Clinton counties, the report highlights important data about health in different communities. The report measures factors that go beyond health *care*, and dives in to what causes people to be healthy or not in the first place. This report is only the first step in a comprehensive health improvement effort that spans three counties, four hospital systems, and myriad community members and organizations. The next step is that we want to hear from you! Tell us what matters to you in the health of your community! Come to community dialogues in June.

ACTIVITIES: Late April: Report is finished and sent for review by steering committee.

 May 3: Final report is reviewed at the Advisory Committee meeting

 May 7 (Mon): Embargo lifts

May 7: 1. Press release (drafted by Sparrow) will be concurrently released by each hospital and health department.

 2. Social media release

 3. Presentations to key groups *(Concisely, “here is what we did”, “here is the data”, “here’s items to notice”, and “please help up promote our dialogues”)*

**“How do we create a healthy community?”**

MESSAGE: People living in different parts of Ingham, Eaton, and Clinton counties face different health problems. While those in some parts of Lansing have \_\_\_\_\_\_\_\_\_\_\_\_, persons in the rural countryside in the Capital Area are likely to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. This June, there will be six opportunities for you to weigh in on what YOU think are the most important health issues based on the new data from the Healthy! Capital Counties project, released on May 7th. What do you think? We want you to tell us what matters to you about the health issues your community is facing! Come to community dialogues in June.

ACTIVITIES: Late May/Early June: 1. Press release (drafted by Brian Brown – McLaren)

 2. Social media release

 Concurrent with each Community Prioritization Dialogue:

1. Social Media Release
2. E-mail promotion to stakeholders

**“My Health, My Community”**

Featuring vignettes of people who exemplify the different parts of the indicator chart – i.e. affordable housing, access to food, access to medical care, diabetes, infant mortality, etc.

ACTIVITIES: February/March Gather names of persons interested in being featured in the media or on the website.

 April a. Still Photos (staff?)

b. Write Story (staff?)

c. Video (hospitals?)

 May Release on a schedule so people have something new to look at.

**“Roadmaps to Healthy Communities” (to be revised)**

MESSAGE: Setting a course together to build healthier communities. Launch of the Community Health Improvement Plan. Key Features highlighted. Implementation plans explained. Endorsements secured.

ACTIVITIES: September:

1. Community Health Improvement Plan completed.
2. Press Release (drafted by Lindsay Stevenson, ERMC) and
3. Social Media Release

Endorsements and utilization plans (TBD)