

Develop a Public Health Communication Plan
November 20, 2008

**New Hampshire Division of Public Health
Performance Improvement Work plan**

Broad Aim of the Project or Performance Measure:
To communicate the importance of public health to various audiences
Current baseline: - No coordinated communication plan

1. Plan - the Change Based on problem identification, analysis and root causes	2. Do – Try the Change on a Small Scale Action Steps - What, Where, How?	Who? Potential partners to carry out the action or change	When? Target completion date	Study
<p>*Note – these are the first 2 steps in the PDSA cycle. A follow-up work plan with the Study and Act components should be completed to evaluate the step taken.</p>				

<p>Problem statement defined:</p> <p>New Hampshire does not have a communication plan to communicate the relevance, importance, and value of public health to our target audiences</p> <p>Performance measure(s) with baseline data:</p>	<p>Information Gathering Stage</p> <ol style="list-style-type: none"> 1) Identify leadership and authority for the plan - 2) Identify target audiences – <i>identify tier groups, who first?</i> 3) Examine existing definitions of public health and articulate one for New Hampshire 4) Examine research done on how people perceive public health and what is important to them (Research America) – 5) Review other state's public health communication plans (particularly Washington state) 6) Meet with Citizens Health Initiative group to determine overlapping activities and gaps 7) Determine our actions based upon results of meeting with the Citizens Health Initiative 	<p>NH Public Health Association</p> <p>Work Group</p> <p>PHIAP</p> <p>Contractor</p> <p>Contractor</p> <p>Work Group Members</p> <p>Work Group</p> <p><i>Nancy Clark</i></p>	<p>Done</p> <p>Done</p> <p>Done</p> <p>Done</p> <p>Done</p> <p>Done</p> <p>Done</p> <p><i>Done</i></p>	<p>Target Audiences are identified as</p> <p>Policy Makers</p> <p>Stakeholders</p> <p>Partners</p> <p>Businesses</p> <p>General Public</p> <p>CHI is focusing on prevention issues</p>
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8) Glen Group to present a summary of market research on public health to committee

Done – with regular updates over the past year based on ASTHO findings and our participation in a public health marketing/communications meeting in Washington

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	<p>Development Phase</p> <ol style="list-style-type: none"> 1) Identify language and motivating factors for each audience (see Washington state information) 2) Identify most effective tools/methods for each audience and type of information (ie.technical vs. information for the public) 3) Identify other stakeholders who are potential communicators <ol style="list-style-type: none"> a. When do we engage them b. Would they use the messages c. What are the barriers to using the messages d. Conduct focus groups with stakeholders on messages 4) Develop pre and post evaluation <ul style="list-style-type: none"> ▪ Conduct pre - campaign evaluation in 2 focus groups in 4 areas of the 	<p>Contractor</p> <p>Contractor</p> <p>Contractor Work Group</p> <p>Contractor Work Group Members NHPHA</p>	<p>Taglines developed for testing</p> <p>To be discussed at DPHS Staff meeting, POC meeting and regionalization task force meeting</p>	
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	<p>state reaching out to all target groups (list generated 5/4/07)</p> <ul style="list-style-type: none"> ▪ Glen Group to develop budget for additional focus groups ▪ Seek funding for additional focus groups 			
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