



BUILDING HEALTHY
communities

Southwest Merced • East Merced County

RESOURCES NEEDED TO IMPLEMENT A COMMUNICATION PLAN

Ideas on how to use the \$25,000 Healthy Communities Communications and Media Grant

Revised: By Melissa Kelly-Ortega, BHC Hub Communications Specialist. **July 16, 2012.**

BHC Merced Media Objectives:

- To explain Building Healthy Communities–Merced (BHC) to a variety of audiences
- To explain the difference between BHC Merced and TCE
- To promote the three (3) Health Happens Here (HHH) Campaigns:
 - Health Happens in Neighborhoods
 - Health Happens in Schools
 - Health Happens with Prevention
- To change the narrative of where health happens and how health happens
- To elevate BHC (highlight “wins”)
- To connect people to BHC information and events (“Get the word out.”)
- To move the work of BHC Merced site forward
- To document and archive BHC Merced work

BHC Merced Audiences: (Spheres to influence)

- BHC Hub Staff
- Hub Committee(s)
- General Hub
- BHC Grantees
- TCE Grantees
- Site – 4 Distinct Areas: Beachwood/Franklin, South Merced, Planada and Le Grand with connections to UC Merced
- City and County Decision Makers
- Non-English Speaking Community Residents (Spanish & Hmong)
- Regional Partners
- Regional Decision Makers
- 14 BHC Sites (working through Communications Coordinators)
- State (working through TCE)
- National (working through TCE)

COMMUNICATION STRATEGY:	PURPOSE:	AUDIENCE TO BE REACHED:	PROVIDED BY:	COSTS:
ELECTRONIC MEDIA				
<p>SWITCH TO BHC Connect (BHCC)</p> <p>GOOGLE CALCONNECT / BHC CONNECT USAGE</p> <p>& BHC Connect TRAININGS</p> <p>Priority: High</p>	<ul style="list-style-type: none"> • Use BHC CONNECT as substitution for Website • Educate BHC – Merced communities and individuals on effectiveness of BHCC. • Increase membership and usage in BHCC. • Increase the number of visits / new visitors to BHCC • Maintain / update content: <ul style="list-style-type: none"> ○ BHC Merced Calendars ○ Weekly Bulletins ○ Grantee Highlights ○ Photos ○ Events ○ Agendas & Minutes of BHC – Merced meetings • Assess CalConnect’s Effectiveness 	<ul style="list-style-type: none"> • BHC Hub Staff • BHC General Hub • Hub Committee(s) • BHC Grantees • TCE Grantees • TCE • Community-at-Large 	<ul style="list-style-type: none"> • TCE - T.A. • Zero Divide-T.A. 	<p>No cost from budget.</p> <p>Currently, 345 members in the group as of July 2012. This is an increase of 35 members.</p> <p>BHC Connect does not have a “members” count, but through Google Analytics,</p>

COMMUNICATION STRATEGY:	PURPOSE:	AUDIENCE TO BE REACHED:	PROVIDED BY:	COSTS:
<p>SOCIAL MEDIA – FACEBOOK / TWITTER</p> <p>Priority: High</p>	<ul style="list-style-type: none"> • Disseminate information, announcements, and events to an even wider audience through “public” posts. • Generate and collect ideas and opinions on various topics with a focus on the 3 campaigns • Create forum for discussion of various topics • Analyze BHC Merced’s reach through “Insights” on Facebook and #Hashtags 	<p>All Audiences with emphasis on youth.</p>	<p>Zero Divide will provide Social Media Expert training and analysis support</p>	<p>No cost from budget</p>
<p>UPDATE & MAINTAIN LIST SERVE</p> <p>Invite all on list serve to create a “gmail” account</p> <p>Priority: Medium</p>	<ul style="list-style-type: none"> • Create more specific lists to send various specific emails • Send email blasts 	<ul style="list-style-type: none"> • BHC Hub Staff • BHC General Hub • Hub Committee(s) • BHC Grantees • TCE Grantees • TCE • Community-at-Large 	<p>BHC Hub Staff</p>	<p>No cost to budget.</p> <p>Reaches 88 people as of July 2012.</p>

COMMUNICATION STRATEGY:	PURPOSE:	AUDIENCE TO BE REACHED:	PROVIDED BY:	COSTS:
<p>ELECTRONIC NEWSLETTER</p> <p>Mail Chimp</p> <p>Priority: High</p>	<ul style="list-style-type: none"> • To highlight BHC activities / events / “wins” • To highlight upcoming events / important meetings / BHC-Related events / meetings • To include information from each place with a focus on grantee work every other month (even months: February, April, June, August, October, and December) • To share information that is happening at BHC Merced site with other BHC sites • To generate more active participation and communication between / among BHC Merced residents, organizations, youth, etc. 	<p>All Audiences</p>	<ul style="list-style-type: none"> • BHC Hub Staff • BHC Hub Communications Specialist • BHC Hub Steering Committee Members • BHC Residents’ Perspective 	<p>No cost from budget.</p>

COMMUNICATION STRATEGY:	PURPOSE:	AUDIENCE TO BE REACHED:	PROVIDED BY:	COSTS:
<p>POWER POINT PRESENTATION</p> <p>Priority: High</p>	<ul style="list-style-type: none"> • Explain BHC Merced mission, purpose, and work • Showcase BHC Merced work • Used for presentations to: <ul style="list-style-type: none"> ○ Decision Makers ○ Community Members in General ○ Partner Organizations ○ Community Partners • Will begin to “change the narrative” regarding where and how health happens 	<p>All Audiences</p>	<p>BHC Staff</p>	<p>No cost from budget.</p>

COMMUNICATION STRATEGY:	PURPOSE:	AUDIENCE TO BE REACHED:	PROVIDED BY:	COSTS:
<p>YOU TUBE VIDEOS Priority: Medium</p>	<ul style="list-style-type: none"> • Getting Youth Involved from all areas within the site. • Showcase BHC Merced work • Used for presentations to: <ul style="list-style-type: none"> ○ Decision Makers ○ Community Members in General ○ Partner Organizations ○ Community Partners • Will begin to “change the narrative” regarding where and how health happens • To highlight BHC activities / events / “wins” • To highlight upcoming events / important meetings / BHC-Related events / meetings • To include information from each place with a focus on grantee work every other month (even months) • To share information that is happening at BHC Merced site with other BHC sites 	<ul style="list-style-type: none"> • Focus on youth in communities and at-large 	<ul style="list-style-type: none"> • BHC Hub Staff • BHC – involved youth • Interested youth (possibly from WE ‘CED and/or Venice Arts) 	<p>Youth Stipends</p>

COMMUNICATION STRATEGY:	PURPOSE:	AUDIENCE TO BE REACHED:	PROVIDED BY:	COSTS:
<p>PHOTO SLIDESHOWS/VIDEOS/ YOU TUBE VIDEOS UPLOADED to CalConnect:</p> <p>Priority: Now – Medium</p> <p>Priority: After CalConnect Conversion - High</p>	<ul style="list-style-type: none"> • Can use video to “sell” BHC. • Use slideshows at meetings, presentations. 	<p>Slideshows/videos :</p> <ul style="list-style-type: none"> • BHC Hub Staff • Hub Committee • BHC Grantees • Hub • Site • County <p>YouTube uploads: All audiences</p>		<p>To hire an editor for video. \$1,000</p>
<p>TEXTING PROGRAM: Regular texting charges may apply. Opt in – text the word and then yes/no... Every message you send can be stopped to unsubscribe...</p> <p>Priority: Low Need to talk with Hub Steering Committee, BHC Partners and residents first.</p>	<ul style="list-style-type: none"> • Bulk texts go out • I need to learn more about this, but this seems like a great program. • Great way to reach youth 	<ul style="list-style-type: none"> • BHC Hub Staff • Hub Committee • BHC Grantees • Hub • Site 	<p>Concern: What if residents are charged texting fees?</p>	<p>\$49/1,000 messages + 1 key word. \$25 for add'l key work. Total: \$74/month – 20% non-profit discount = \$59.20/month x 12 months = \$711</p>
<p>TOTAL ESTIMATED COSTS PER CATEGORY:</p>				<p>\$1,711</p>

COMMUNICATION STRATEGY:	PURPOSE:	AUDIENCE TO BE REACHED:	PROVIDED BY:	COSTS:
TRADITIONAL MEDIA				
<p>PRESS RELEASES/PRESS ALERTS/PSAs:</p> <p>Priority: Extreme, when needed.</p>	<ul style="list-style-type: none"> • Sent to local media to promote future issues/events • To report on events that have already taken place. 	<ul style="list-style-type: none"> • BHC Hub Staff • Hub Committee • BHC Grantees • Hub • Site • County 		No cost from budget.
<p>PRESS EVENT:</p> <p>Priority: Extreme – when needed</p>	<ul style="list-style-type: none"> • Creating media for key events. • Plan for 2 x a year • Youth Rally 	<ul style="list-style-type: none"> • BHC Hub Staff • Hub Committee • BHC Grantees • Hub • Site • County 		No cost from budget
<p>PUBLIC APPEARANCES ON TV/RADIO - PSAs:</p> <p>Priority: Medium</p>	<ul style="list-style-type: none"> • To share info. • Get grantees/Hub SC on TV & radio as well, speaking about their programs, their wins, etc. 	<ul style="list-style-type: none"> • BHC Hub Staff • Hub Committee • BHC Grantees • Hub • Site • County 		No cost from budget.

COMMUNICATION STRATEGY:	PURPOSE:	AUDIENCE TO BE REACHED:	PROVIDED BY:	COSTS:
<p>COLUMN FOR <i>MERCED COUNTY TIMES</i>:</p> <p>Priority: Low</p>	<ul style="list-style-type: none"> • Bi-weekly column focuses on a grantee's program and the health issue they are addressing 	<ul style="list-style-type: none"> • BHC Hub Staff • Hub Committee • BHC Grantees • Hub Site • County (older residents) 		<p>No cost from budget.</p>
<p>NEWSWRITING/REPORTING/PHOTOGRAPHY:</p> <p>Priority: Low</p>	<ul style="list-style-type: none"> • Submit additional news articles & photos (separate from the column) for the Merced County Times and Merced Sun either with or without my byline 	<ul style="list-style-type: none"> • BHC Hub Staff • Hub Committee • BHC Grantees • Hub Site • County 		<p>No cost from budget.</p>
<p>TOTAL ESTIMATED COSTS PER CATEGORY:</p>				<p>\$0.00</p>

COMMUNICATION STRATEGY:	PURPOSE:	AUDIENCE TO BE REACHED:	PROVIDED BY:	COSTS:
IDENTITY AND MARKETING PACKAGE				
TRI- FOLD BROCHURE: Priority: High	<ul style="list-style-type: none"> • An easy-to-pass-out informational brochure with basic information • Quick glance, overall piece to inform and give contact info. 	<ul style="list-style-type: none"> • BHC Hub Staff • Hub Committee • BHC Grantees • Hub Site • County 		Printing: Tri-Fold Brochure, 4/4, 100# Gloss Text 2000 @ 0.24 = \$480.00 Total: \$480.00
MEDIA/INFORMATIONAL PACKET: Priority: High	<ul style="list-style-type: none"> • In depth informational packet about BHC to give to press/media outlets, to grantees, to bring to meetings with community members/political leaders (VIPs). 	<ul style="list-style-type: none"> • Hub • Site • County • Region • 14 BHC Sites • State (working through TCE) • National (working through TCE) 	-Printing: 8 sheets. 8.5" x 11" Insert, 4/0, 100# Gloss Color Text, Flat 8 x 1000 = 8000 @ 0.20 = \$1600 -Folder: Full Color (4-color front, back & inside pockets), with 1 or 2 pockets 1,000 folders @ \$1,488. Total: \$3,088	

COMMUNICATION STRATEGY:	PURPOSE:	AUDIENCE TO BE REACHED:	PROVIDED BY:	COSTS:
<p>BHC Ads in Publications and/or Papers</p> <p>Priority: High</p>			<p>-DLM -Sun Star -County Times -Entre en Amigos</p>	<p>\$4,800 x 1 (with on-line ad) \$3,300 x 1 (without on-line ad) \$16,000</p>
<p>BILLBOARD</p> <p>Priority: Higher than Medium</p>	<ul style="list-style-type: none"> • A message to the public, i.e. <i>HEALTH HAPPENS HERE.</i> 	<ul style="list-style-type: none"> • Hub • Site • County • Region 		<p>\$10,000 / year for a permanent spot.</p>
<p>PAID COMMERCIALS/ADS:</p> <p>Priority: Medium</p>	<ul style="list-style-type: none"> • Radio and/or television ads, plus paid ads in the print media. • For when we want more control over how often/when aired. 	<ul style="list-style-type: none"> • BHC Hub Staff • Hub Committee • BHC Grantees • Hub • Site • County 		<p>Varies, according to media type & location & size + amount of service desired. \$2,000</p>
<p>DIRECT MAILINGS: POSTCARDS/NEWSLETTERS etc.</p> <p>Priority: Medium</p>	<ul style="list-style-type: none"> • To share a newsletter with our residents that do not have computer access. • Could sent via direct mail to specific zip codes. • Collaboration: Goal is to work towards other org's that already send out a mailing, i.e. 	<ul style="list-style-type: none"> • Site 		<p>For approximately 5,000 mailings (Le Grand & Planada), cost is</p>

COMMUNICATION STRATEGY:	PURPOSE:	AUDIENCE TO BE REACHED:	PROVIDED BY:	COSTS:
	GVHC, MCOE, schools, etc. <ul style="list-style-type: none"> • Trilingual. 			\$910. Total estimated costs: \$7,000
TOTAL ESTIMATED COSTS PER CATEGORY:				\$38,088.00
FACE-TO-FACE				
COMMUNITY EVENT SPONSORSHIP: Priority: Medium	<ul style="list-style-type: none"> • Sponsorship of October's Bi-National Health Week 	<ul style="list-style-type: none"> • BHC Hub Staff • Hub Committee • BHC Grantees • Hub • Site • County • Region • State (TCE) 		\$1,000
MEDIA NETWORKING/OUTREACH: Priority: On-going – Medium	<ul style="list-style-type: none"> • Meeting with key players in the media (i.e. lunch, coffee etc.) 	<ul style="list-style-type: none"> • County • Region 		\$500 for food & beverage
EXHIBIT BOOTHS/TABLING: Priority: Low	<ul style="list-style-type: none"> • Show our presence at other organization and group's events, consortiums, health fairs etc. 	<ul style="list-style-type: none"> • BHC Hub Staff • Hub Committee • BHC Grantees • Hub • Site • County 	Very occasionally, there may be an "exhibit fee," most will be no cost from budget.	No cost from budget.
TOTAL ESTIMATED				\$1,500

COMMUNICATION STRATEGY:	PURPOSE:	AUDIENCE TO BE REACHED:	PROVIDED BY:	COSTS:
COSTS/CATEGORY:				
ADDITIONAL MEDIA ASSISTANCE				
Subscription to the Merced Sun Star Priority: High				\$144 daily subscription Delivery for one year.
Training for Story-telling and video making. Priority: EXTREMELY HIGH			\$50.00 / hour X 16 hours = \$800.00	\$800
Wireless Internet Card Priority: Depends on UW Server			4 Verizon 4G Hot Spot & 5 Gig plan: \$50 fee + \$50/month for 1 year = \$650	\$2,600
3 MAC Laptops / Notebooks / IPADS Priority: High			\$800 x 3	\$1,100
Purchase Full-Service, Portable PA System				\$1,000
TOTAL ESTIMATED COSTS/CATEGORY:				\$5,644
Total for entire strategy:				\$46,943.00