



Case study example:
The Health Connect Communication Plan

| Who is your audience? (List your stakeholders) | What information do you need to share with them? | Why? (What is your purpose for communicating with them?) | How will you share the information? (e.g., report, presentation, personal discussion, media release) | When should the information be shared? |
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| Program team: Champions/leads and staff at key partner agencies and Community Health Workers | Ongoing information about the program is working (e.g. referral information); Impact on health behaviors and outcomes; Opportunities for improvement | To strengthen engagement; to close the loop and show how information they provided is being used; to inform improvement & strategic planning efforts | Written and oral reports at regular meetings Discuss evaluation results and work together to develop recommendations | As available and during quarterly quality improvement meetings |
| Participants served by the Community Health Worker (CHW) program | Impact on health behaviors and outcomes; insights from the information they provided; improvements being made | To strengthen engagement; to close the loop and show how information they provided is being used; to ensure they have updated information on the programs | Brief written summary of results Verbally at individual or group visits as needed | Before any significant changes are made to the program |
| Board & leadership at CHW partner agencies | Impact on health behaviors and outcomes | To ensure buy-in and inform resource allocation | Executive summary with recommendations and presentation at meetings | Upcoming board meetings |
| Other social service organizations who provide and receive referrals | Referral information; impact on health behaviors and outcomes; opportunities for improving referral process | To strengthen partnerships; to identify ways to improve referral relationship | Executive summary; personal conversations with key partners | At least annually, after internal stakeholders have been briefed |
| External funders | Progress toward key outcomes; overview of findings and lessons learned | Grant accountability; to increase the likelihood of future funding | Bullethead findings and recommendations in grant progress report; and personal discussion with external funders | Upcoming progress report |
| Community residents (broadly) | Success of program at improving health behaviors & outcomes | To recruit potential clients in order to better serve the community | Media release and use in community promotion (e.g. public transit or social media) | At least annually, after internal stakeholders have been briefed |