

**Updated 2-11-08**

**Impact Year Two Implementation Work Plan for Strategy 7: Communications and social marketing**

Goal to be addressed by Strategy 7:

- The community will be educated about and supportive of the local system of care.

Activities	Status of Activities and Quarterly CQI Data	Work Group Recommendations
1. Develop an identity that unifies the Impact partners and stakeholders and provides a visual commitment to the system of care.	Monthly progress reports describe status of activity.	
2. Develop terms and definitions that are clear and consistent.	Monthly progress reports describe status of activity.	
3. Determine messages that resonate with the various audiences that must be aware of and supportive of the system of care.	Monthly progress reports describe status of activity.	
4. Utilize the Impact Website to provide information to a wide range of audiences.	Monthly progress reports describe status of activity.	
5. Produce newsletters and brochures to provide information on the system of care and its progress.	Monthly progress reports describe status of activity.	

Activities	Status of Activities and Quarterly CQI Data	Work Group Recommendations
<b>AUDIENCE 1: <i>Judiciary, Family Division of Circuit Court Administration; Department of Human Services (DHS) Administration; Community Mental Health (CMH) Administration</i></b>		
<p>1. Identify and prioritize messages that will be most effective with this audience.</p>	<p>Monthly progress reports describe status of activity.</p>	
<p>2. Undertake the following tactics:</p> <ul style="list-style-type: none"> <li>• Continue one-on-one small group meetings on a regular and ongoing basis, providing updates on Impact accomplishments and progress, working with the Evaluation Team and Impact Work Groups to frame messages with a focus on results. Clearly define those areas in which Impact seeks commitment, endorsement, and support.</li> </ul> <p>Plan and host public events that celebrate Impact milestones with commissioners as co-hosts and participants.</p>	<p>Monthly progress reports describe status of activity.</p>	

Activities	Status of Activities and Quarterly CQI Data	Work Group Recommendations
<b>AUDIENCE 2: <i>Ingham County Board of Commissioners</i></b>		
<p>1. Identify and prioritize messages that will be most effective with this audience.</p>	<p>Monthly progress reports describe status of activity.</p>	
<p>2. Undertake the following tactics:</p> <ul style="list-style-type: none"> <li>• Develop outreach strategies that are both fact-based and have a strong story-telling component. In addition, many of the materials developed for the communications “toolkit” will be incorporated into presentations to these groups. Materials will also include printed materials, speaker’s bureau presentations, and Web information.</li> <li>• Involve members of this audience in as many “hands-on” experiences as possible, including meetings with national advisors and advocates, and through participation in local events and small group meetings.</li> <li>• Continue one-on-one meetings and small group</li> </ul>	<p>Monthly progress reports describe status of activity.</p>	

Activities	Status of Activities and Quarterly CQI Data	Work Group Recommendations
<p>meetings with members of this audience on a regular and ongoing basis.</p> <ul style="list-style-type: none"> <li>• Institute focused, regular and ongoing communication with media by members of this audience.</li> <li>• Prepare human-interest stories to local media outlets, write op ed columns and white papers that frame the issue, authored by members of this audience.</li> <li>• Involve members of this audience in activities to leverage larger national events and stories to focus on the local system of care.</li> <li>• Plan and host public events that celebrate Impact milestones. Include key members of this audience as participants.</li> </ul>		

Activities	Status of Activities and Quarterly CQI Data	Work Group Recommendations
<b>AUDIENCE 3: <i>Service Agencies, Families, and Community-based Organizations</i></b>		
1. Identify and prioritize messages that will be most effective with this audience.	Monthly progress reports describe status of activity.	
2. Undertake the following tactics: <ul style="list-style-type: none"> <li>• Employ the common signature and tagline in all communications to demonstrate a commitment to providing a seamless, comprehensive approach to providing treatment.</li> <li>• Agree upon a clear set of definitions for terms commonly used. Speak in a unified voice.</li> <li>• Identify and share the most effective communications tools from the best practice research.</li> <li>• Provide communications training for lead Impact communicators.</li> <li>• Assure that new employee orientation includes information about Impact.</li> </ul>	Monthly progress reports describe status of activity.	