

## Tracking Program Grantee Communication Plan Template Instructions

### Step 1a.

Start with the short-term outcomes for the entire Tracking Program. This is the same for every grantee. It is pulled directly from the FOA/NOFO.

#### EXAMPLE

##### Short-term (1-2 years) Outcomes – Tracking Program

Public health decision makers and end-users are aware of and have access to comprehensive and integrated environmental public health data, and are able to view trends and measure impact

### Step 1b.

Your program may have identified some additional short-term outcomes or goals (for the first 1-2 years) that are specific to your state/city. They should support the Tracking Program's overall short-term outcome (listed above).

#### EXAMPLE

##### Short-term Outcomes/Goals – Grantee

1. Increased availability, accessibility, and usability of environmental health data
2. Increased awareness of grantee tracking data, information, and resources among target audiences
3. Enhanced tracking workforce in the state
4. Increased usage of state tracking data to measure impacts related to specific programmatic or policy needs.

### Step 2.

Create communication objectives that will help your tracking program accomplish your grantee program-specific short-term outcomes. Your objectives should be specific, measurable, achievable, realistic, and time-bound (SMART), as outlined in the FOA/NOFO.

#### EXAMPLE

##### Grantee Communication Objectives

1. Increased availability, accessibility, and usability of environmental health data
  - **Communication objective 1.1:** By the end of year 2, ensure that all content on the Grantee Name tracking network is available in formats that are understandable and accessible by all users.
  - **Communication objective 1.2:** Provide quarterly updates to key audiences when new or updated content and data are available on the Grantee Name tracking network.

**2. Increased awareness of grantee tracking data, information, and resources among target audiences**

- **Communication objective 2.1:** By the end of year 1, increase awareness of data, information, and resources among target audiences

**Step 3.**

Determine which activities you will conduct to meet your communication objectives. For each activity you will need to identify the target audience, the communication strategy/activity (as described in the FOA/NOFO on p.6-7) addressed, the timeline, evaluation measures, and your targets for the end of year 1.

**EXAMPLE**

**Outcome 1: Increased availability, accessibility, and usability of environmental health data**

**Communication objective 1:** By the end of year 2, ensure that all content on the grantee tracking network is available in formats that are understandable and accessible by all users.

| Activity  | Target Audience(s)  | Strategy/ Activity | Timeline  | Evaluation Measures                                      | Target |
|---|---|--------------------|-----------|--|--------|
| Conduct baseline usability testing of current tracking network        | Health department staff; university staff & students; interested public | C1.F.              | July 2018 | Usability testing completed                              | n/a    |
| Review Web content and materials for readability and revise as needed | Tracking network users  | C1.F.              | July 2018 | All content and materials reviewed and revised as needed | n/a    |

**Communication objective 2:** Provide quarterly updates to key audiences when new or updated content and data are available on the grantee tracking network.

| Activity   | Target Audience(s) | Strategy/ Activity | Timeline  | Evaluation Measures       | Target |
|--|--------------------|--------------------|-----------|---------------------------|--------|
| Distribute e-newsletter through the list-serv quarterly (Oct, Jan, Apr, Jul) | List-serv members  | C1.C.              | July 2018 | E-newsletters distributed | 8      |
|  |                    |                    |           | Open rate                 | 35%    |
|  |                    |                    |           | Click-through rate        | 10%    |
|  |                    |                    |           | Bounce back rate          | <5%    |
| Post announcements via social media channels                                 | Social media users | C1.D.              | July 2018 | Number of posts           | 4      |

**Outcome 2: Increase awareness of grantee tracking data, information, and resources among target audiences**

**Communication objective 1:** By the end of year 1, increase awareness of data, information, and resources among target audiences.

| Activity   | Target Audience(s)   | Strategy/ Activity   | Timeline      | Evaluation Measures  | Target                 |
|--|--|--|---------------|--|------------------------|
| <b>Step 4.</b><br>Develop and submit your completed template to your CDC communications liaison. Distribute a survey to assess current level of awareness and usage of grantee tracking network.   | State health department staff, local health department staff                                     | C1.F. communications liaison should be submitted as an appendix to the program communication plan. | January 2018  | Number of surveys distributed (and CC your project officer). The | 60<br><b>risk</b>      |
|  |  |  | February 2018 | Number of surveys returned                                       | 45 (75% response rate) |
| Exhibit at professional meetings/conferences (At least 3 per year) <ul style="list-style-type: none"> <li>• State Public Health Assoc. (Oct.)</li> <li>• State Nurses Assoc. (Jan.)</li> <li>• State Env. Health Assoc. (Apr.)</li> <li>• City Planners Regional Meeting (May) - with 2 grantee neighbors</li> </ul> | Public health professionals; nurses; environmental health professionals; city/community planners | C1. E., G., H.   | July 2018     | Number of conferences  | 10                     |
|  |  |  |               | Number of contacts/interactions                                  | 250                    |
|  |  |  |               | Number of email addresses added to list-serv                     | 100                    |
|  |  |  |               | Number of visits to tracking network website after the event     | 10% increase           |
|  |  |  |               | Increase in social media followers after the event               | 10%                    |
|  |  |  |               | Number of materials distributed                                  | 1,500                  |
| Present at meetings/conferences specifically promoting tracking network data and products  | Public health & environmental health pros; nurses; public health students and faculty            | C1.E., G.  | July 2018     | Number of presentations  | 6                      |
| Disseminate messages through agency and partner social media channels (at least 3 times per month)   | Social media users   | C1.D   | July 2018     | Number of posts  | 72                     |
|  |  |  |               | Reach  | tbd                    |
|  |  |  |               | Engagement   | tbd                    |
| Showcase new consumer-friendly data tool to state residents at large events (at least 3) <ul style="list-style-type: none"> <li>• College game day event (Oct.)</li> <li>• State Fair (Feb.)</li> <li>• Art Fest (Apr.)</li> </ul>   | State residents  | C1.E. C2.C.  | March 2018    | Number of exhibits   | 3                      |
|  |  |  |               | Number of contacts/interactions                                  | 1,000                  |
|  |  |  |               | Number of promotional items distributed                          | 3,000                  |
|  |  |  |               | Number of visits to data tool webpage following events           | 50% increase           |
| Tracking Awareness Week 2018   | All audiences  | C1.B.  | July 2018     |  |                        |

**\_\_(Grantee Name)\_\_\_ Communication Plan**

**Short-term (1-2 years) Outcomes - Tracking Program**

Public health decision makers and end-users are aware of and have access to comprehensive and integrated environmental public health data, and are able to view trends and measure impact

**Short-term Outcomes - \_\_(Grantee Name)\_\_\_**

- 1.
- 2.
- 3.
- 4.
- 5.

**(Grantee Name)\_\_\_ Communication Objectives**

- 1.1
- 1.2
- 2.1
- 2.2.

**Short-term Outcome:**

**Objective:**

| Activity | Target Audience(s) | Strategy/ Activity | Timeline | Evaluation Measures | Target |
|----------|--------------------|--------------------|----------|---------------------|--------|
|          |                    |                    |          |                     |        |
|          |                    |                    |          |                     |        |
|          |                    |                    |          |                     |        |

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