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.

<mark>2. Increased awareness of grantee tracking data, information, and resources among target audiences</mark>

- **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

<mark>**Outcome 2: Increase awareness of grantee tracking data, information, and resources among target audiences**</mark>
Communication objective 1: By the end of year 1, increase awareness of data, information, and resources among target audiences.

Step 4. Submit your completed template to your CDC communications liaison (and CC your project officer). The communication plan should be submitted as an appendix to the program communication plan.

Activity	Target Audience(s)	Strategy/ Activity	Timeline	Evaluation Measures	Target
Develop and 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.	January 2018	Number of surveys distributed	60
			February 2018	Number of surveys returned	45 (75% response rate)
Exhibit at professional meetings/conferences (At least 3 per year) • State Public Health Assoc. (Oct.) • State Nurses Assoc. (Jan.) • State Env. Health Assoc. (Apr.) • City Planners Regional Meeting (May) – with 2 grantee neighbors	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) • College game day event (Oct.) • State Fair (Feb.) • Art Fest (Apr.)	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