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ENVIRONMENTAL PUBLIC HEALTH TRACKING

Outreach & Communication Plan Template with Instructions

Instructions for using the template.

Step 1. Determine program outcomes

Start with the outcomes for the entire Tracking Program. These are the same for every recipient and are pulled directly from the NOFO. Your program may have identified some additional outcomes or goals that are specific to your jurisdiction. This is great! Just be sure they align with the outcomes outlined in the NOFO.

EXAMPLE

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

OUTREACH/COMMUNICATION

- Increased dissemination of environmental health information using communication best practices to appropriate audiences

PARTNERSHIPS

- Increased stakeholder inclusion in data sharing, communication, and response
- Increased collaboration with stakeholders to reduce health disparities

PROGRAM CAPACITY

- Increased knowledge and ability among Environmental Public Health Tracking workforce
- Increased recipient capacity to provide technical assistance to advance environmental public health interventions

Step 2. Create communication objectives

Create communication objectives that will help your tracking program achieve your planned outcomes. The communication objectives should be specific, measurable, achievable, realistic, and time-bound (SMART). There is no minimum number of objectives per outcome but try to limit them to 3-4.

EXAMPLE

1. Outreach/Communication
 - o Increased dissemination of environmental health information using communication best practices to appropriate audiences
 - **Objective 1.1:** By the end of year 2, increase awareness of data, information, and resources among key audiences
 - **Objective 1.2:** By the end of year 2, ensure that all content on the recipient tracking network is available in formats that are understandable and accessible by all users.
2. Partnerships
 - o Increased stakeholder inclusion in data sharing, communication, and response
 - o Increased collaboration with stakeholders to reduce health disparities
 - **Objective 2.1:** By the end of year 2, increase stakeholder inclusion in data sharing, communication, and response activities with an emphasis on reducing health disparities
3. Program Capacity
 - o Increased knowledge and ability among Environmental Public Health Tracking workforce
 - o Increased recipient capacity to provide technical assistance to advance environmental public health interventions
 - **Objective 3.1:** By the end of year 2, increase knowledge and skills of the workforce

Step 3. Identify activities

Determine which activities you will conduct to meet your communication objectives. For each activity you will need to identify the target audience, the timeline, evaluation measures, and your targets for the year. Be sure to refer to the required activities listed in the NOFO, when applicable. There is no set number of activities to include. However, try to include overarching projects or tasks rather than every step within a project or task.

EXAMPLE

Objective 1.1: By the end of year 2, increase awareness of data, information, and resources among key audiences

Activity	Target Audience(s)	Timeline	Evaluation Measures	Target
Identify a mechanism for regular program communication (e.g., email newsletter or listserv) and recruit subscribers	Health department staff; Technical advisory group; Partner organizations	December 2023	Mechanism established Subscribers enrolled	75-100 members
Create an editorial calendar and send communications	Same as above	At least quarterly	Communications sent	4/year
Connect with health department office of communication to set up regular Twitter posts	Health department social media channel users	May 2023	Monthly posts	12/year
Attend/present/exhibit at conferences, meetings, or other events	NEHA Annual Conference CSTE National Conference Capitol Day Event	July 2024	# events attended # participants or encounters	3 events

Step 4. Submit your plan

Submit your completed plan to your CDC communications liaison (and CC your project officer).

Note: The template begins on the next page.

[Jurisdiction/Organization Name] Communication and Outreach Plan

[Time Period Covered]

OVERVIEW OF OUTCOMES AND OBJECTIVES

Outcomes

Outreach/Communication

-
-

Partnerships

-
-

Program Capacity

-
-

Communication Objectives

Outreach/Communication

- 1.1
- 1.2

Partnerships

- 2.1
- 2.2

Program Capacity

- 3.1
- 3.2

ACTIVITIES

Communication Objective 1:

Activity	Target Audience(s)	Timeline	Evaluation Measures	Target

Partnerships Objective 1:

Activity	Target Audience(s)	Timeline	Evaluation Measures	Target