

# **Building Healthy Communities - The Alisal**

## **Communications Work Group**

### **Communications Plan**

**August 2009 - February 2010**

#### **INTRODUCTION**

In 2010, The California Endowment will embark on a new, 10-year initiative, *Building Healthy Communities*, with the goal of supporting the development of communities where kids and youth are healthy, safe and ready to learn.

The California Endowment recently identified 14 communities throughout California with which it will partner to achieve the goals outlined in this initiative. East Salinas (Alisal) is one of the 14 communities and is currently involved in a process to involve community residents, leaders of community-based organizations and public agencies, and other key stakeholders in development of a plan toward achieving the 10 outcomes that will guide the initiative. A critical component of the planning process is a Communications Plan.

The Steering Community, through the plan developed by the Communications Work Group, will be responsible for ensuring that all sectors of the community are informed of the purpose and progress of the planning process, and know how they can participate. The Plan will be:

- ⇒ Comprehensive in reaching all sectors of the community with the most relevant and culturally competent methods.
- ⇒ Ensure that the communications methods are appropriate for reaching all residents, and that they are family-friendly, accessible and culturally and literacy-appropriate for all sectors of the community.
- ⇒ Develop a calendar for media communications and events.
- ⇒ Coordinate the participation of members of the planning teams at community fairs and other public events where awareness about the planning process can be raised.
- ⇒ Identify channels through which the drafts and final plan can be disseminated.

The Communications Work Group will be responsible for implementing the plan once it is adopted by the Steering Committee, and it will monitor its effectiveness and recommend changes, as needed.

## **Mission Statement of the Steering Committee**

To oversee, provide guidance and coordinate the Building Healthy Communities planning process in East Salinas from June 2009 to February 2010 and focus the knowledge, skills, and experiences shared by the members, and the wisdom of the community, to ensure the success and accountability of the planning process.

## **Communication Objectives/Goals**

1. To inform identified audiences about the Building Healthy Communities Initiative to build support, engage participation, and build understanding of the purpose and value of the Initiative upon the residents of the Alisal.
2. To communicate the initiative's planning process in a manner that is relevant to the community and understandable by all audiences.
3. To actively communicate our progress and outcomes of the planning process among identified audiences.

## **Audiences**

For the purpose of this plan, seven audience categories have been identified; Residents, the Faith Community, the Business Sector, the Nonprofit Sector, the Public Sector, the Media, and the Steering Committee and Work Groups. An expanded explanation of these audience groups is included as Attachment A.

## **Supporting Documents**

While researching for this plan, the communications work group invited members of different audience groups to help us determine the best way to construct our message and to brainstorm about tactics, resources and partnerships. Opportunities and challenges were identified to further guide our work and are captured in Attachment B of this document. We also asked some of the participants to tell their "Story of the Alisal" and key themes from their stories are included as Attachment C. A list of Communications Work Group members and participants in the retreat are included in Attachment D.

## **Key Messages/Tactics/Resources Needed/Partnerships**

The key messages, tactics, resources needed and potential partnerships for one or more segments of the identified audience groups are detailed below. (An internal communications plan is not included, but will be developed and provided at a later date) For two of the identified audiences strategies have also been developed.

### **1. Residents**

#### **Key Messages for all Residents of the Alisal**

1. Residents of the Alisal have the opportunity to improve the health and safety of your neighborhood.
2. The Building Healthy Communities Initiative will bring neighbors together to work on building a new Alisal.
3. Building Healthy Communities will make it easier for you access more of the services you need, how and when you need them.

## **Tactics**

1. Develop an Ambassador program for segmented audiences (youth. Senior, disabled, etc) to get the word out (tabling opportunities)
2. Create a video – novella style BHC information to be played in public places like laundromats.
3. Send information in Utility bills
4. Present information at Community events like El Grito
5. Participate in Binational Health Week.
6. Utilize Social network tools (Facebook, My Space, etc)
7. Create a special edition of the Californian (paid for by Californian and free to public)
8. Creation of Slogans (“Together for a new Alisal”, “Alisal es tu Pueblo” - “Alisal is also your hometown” or Sharing our space/sharing our life/sharing our ideas/sharing our culture and our strength)

## **Resources Needed**

Volunteers – orientation

Physical props – brochure, tables, easels

Paid media

## **Partnerships**

Utility companies

Business owner buy-in

Californian sponsorship

Nonprofit organizations

## **Key Messages for the youth of the Alisal**

1. Youth have an opportunity to believe in themselves to achieve what they want by getting educated and involved in their community.
2. “Be who you are – say what you feel because those who mind don’t matter and those who matter, don’t mind”. Dr. Seuss

## **Tactics**

1. Information booths at Cultural events like Día de la Familia with incentives to attract people.
2. Facebook – MySpace – 211 page.
3. Movies – paid ads on screen before movie begins.
4. Recreation centers – work with youth leaders.
5. Interactive/stickers give aways to include bumper stickers.
6. Ads on the outside of busses.
7. Produce School events – car shows/talent shows, etc.
8. Placard Campaign.
9. Texting campaign.

## **Resources Needed**

Stickers and other incentives

Money for paid advertising

Volunteers

Physical props – brochure, tables, easels

Spokesperson

## **Partnerships**

School

Parents

Elected officials/government for permits

Business community  
Youth groups and organizations

## 1. Residents – Neighborhood Associations

### Key Messages

1. Neighborhood Associations have the opportunity to make your neighborhood a healthy, safe, and pleasant place to live.
2. Neighborhood Associations have the opportunity to serve as an advocate for the needs of the neighborhood by participating in the Building Healthy Communities initiative.

### Tactics

1. Recruit neighborhood leaders as ambassadors and trust builders among residents for BHC.
2. Serve as key link to BHC.
3. Attend meeting of Neighborhood groups to make presentations.
4. Recruit discussion and focus group leaders for the BHC.
5. Newsletters.
6. BHC information published in Neighborhood Association publications.

### Resources Needed

Sources of neighborhood funding

Volunteers

A list of resident members and leaders of each association and their internal communication methods.

### Partnerships

Neighborhood Grants Program

Neighborhood Watch Groups

Neighbors United

City Neighborhood Services

CHISPA

Housing Authority

## 2. Faith Community

### Key Message

1. People of the Faith Community have the opportunity to work together for the health and safety of families in the Alisal.

### Tactics

1. ID leadership in each congregation – Choirs, Bible groups and Special event coordinators.
2. ID important events at each church.
3. Ensure that clergy of all denominations are involved in BHC.
4. Volunteers to spread message after each service.
5. Incentives for youth - School credit, Power of five-for each 5 youth recruited win a ticket to an event
6. Use churches to bring different church groups together.
7. ID and use means of communications of each churches' newsletter.
8. Each choir to write a song about BHC.

### Resources Needed

Volunteers

Physical props – brochure, tables, easels

## **Partnerships**

Interfaith Council  
COPA  
Diocese  
Mayor's Office

## **3. Business Sector**

### **Key Messages**

1. Business owners have the opportunity to be involved in creating the workforce of the future.
2. Business owners have the opportunity to be involved in removing barriers and creating opportunities for education.
3. Business owners have the opportunity to engage their businesses in a vibrant community; adding to its community pride, with the expectation that successful commerce will follow.
4. Business owners have the opportunity to improve working conditions and increase the productivity of their workers. (Better working conditions, make for better workers)

### **Tactics**

1. Community newsletters
2. Personalized direct mail
3. Recruit owners of real estate companies
4. Meet with business owners
5. Convene special meetings with benefits to business owners/business focused
6. Encourage Ag businesses to sponsor training sessions for employees re: BHC

### **Resources Needed**

Printing  
Postage  
Posters  
Mailing lists  
Volunteer as liaison to project/businesses

## **Partnerships**

SUBA  
Alisal Betterment Association  
CHISPA and other developers

## **4. Nonprofit Sector**

### **Key Messages**

1. Nonprofit organizations are critical partners in the success and wellbeing of families in the Alisal.
2. BHC provides nonprofit organizations a unique opportunity to share ideas and promising solutions to Alisal families as they plan their future and the future of their community.
3. Nonprofit agencies have the opportunity to participate in redesigning how services are delivered in the Alisal over the next ten years.

4. BHC will bring resources to the Alisal that will expand the opportunities for local residents to receive improved and expanded services, many of which are provided by nonprofit organizations.

## **Strategies**

1. Involve NPO staff from all levels, from CEOs/EDs to line staff and volunteers through their participation in the Steering Committee and work groups.
2. Engage NPO leadership in advocacy for the BHC with the press and policy makers.
3. Engage NPO outreach and line staff in community engagement efforts as ambassadors for the BHC, to attract residents to focus groups and other opportunities to express their concerns and aspirations.

## **Tactics**

1. Make presentations at collaborative meetings of NPO's or other such gatherings and convene groups of strategically critical organizations.
2. Share written and electronic materials with NPO staff involved in the BHC, so that they can keep the rest of their agency involved, and include messages in their own publications.
3. Produce electronic "flash" bulletins on a regular basis, to include copies of press releases, and e-mail them to all NPOs.
4. Post minutes, calendars, reports and other updates on the website.
5. Have a "Contact Us" and wiki on the website where NPOs can provide feedback and inform us of opportunities to present.
6. Hold focus groups specifically with NPO staff and volunteers serving the Alisal community.

## **Resources Needed**

Standard media packet.

Writers for the various communication pieces.

Website and Constant Contact account.

Inventory/calendars of opportunities for presentations, events, etc.

Designated staff or partners to attend meetings and events.

## **Partnerships**

All NPOs serving Alisal residents

Latino Network

NAMC

## **5. Public Sector**

### **Key Messages**

1. Government has an opportunity to support community empowerment and engagement.

2. Government has an opportunity to participate in redesigning how services are delivered in the Alisal.
3. Government has an opportunity to demonstrate their willingness to work in partnership with the Alisal community.
4. Government has an opportunity to learn from the community for achieving a healthy Alisal.
5. Government has an opportunity to work with the community for improving access to services with a focus upon prevention.
6. Government has an opportunity to work with the community to inspire economic development benefiting the Alisal.

### **Tactics**

1. Provide periodic briefings.
2. Send copies of the minutes of the Steering Committee meetings.
3. Provide copies of the newsletter.
4. Assign Steering Committee liaisons.
5. Send copies of press releases.
6. Include members of the public sector on the steering committee and committee workgroups.
7. Invite government agencies and elected officials to Steering Committee sponsored events.
8. Steering Committee included in public sector events.

### **Resources Needed**

Identify Steering Committee/Communications Workgroup spokespersons

Secretarial support to take minutes, write up and send

Develop a newsletter

Appoint Steering Committee liaisons

Appoint a lead Communications Workgroup member to coordinate distribution of press releases

### **Partnerships**

#### **County**

Social Services, Employment Services, Health, Behavioral Health, Probation, Sheriff, Monterey Salinas Transit, Agricultural Commissioner, Board of Supervisors, CAO

#### **City**

Mayor's Office, City Council, City Manager, Salinas Police Department, Salinas Fire Department, Community Development, Environmental and Maintenance Services, Engineering and Transportation, Parks and Recreation Department

#### **State Agencies**

Department of Rehabilitation

San Andreas Regional Center

EDD

#### **Federal**

Social Security

Congressman Farr's office

## **6. Media**

### **Key Messages**

1. What is the Building Healthy Communities Initiative? An opportunity for a ten-year, multi- million investment to inspire participation in a new Alisal by improving the health, safety, prosperity and well being of families and enriching the lives of all residents of this vibrant community.
2. The Building Healthy Communities Initiative has the capacity to affect substantive long-term change over the next ten years. It's not just another plan, it's a new idea.
3. Partner with us to help create positive change by promoting a healthy image of the Alisal. There are many positive stories worthy of coverage in the Alisal.

## **Strategies**

1. Generate positive media coverage of the inclusive initiative planning process.
2. Generate positive media coverage of the initiative program components and the Alisal in general, to stimulate buy in and engagement from residents and other stakeholders.

## **Tactics**

1. Develop backgrounder, fact sheet and press materials as needed which will be distributed broadly to local media as well as assist participants as supporting documents
2. Develop bi-lingual consumer material –a “brief” – to support program (brochure, rack card, bookmark, TBD)
3. Develop slogan and image/logo to help brand the initiative (i.e. “Building healthy communities- one family at a time,” “Unified for a healthy future – Building Healthy Communities”)
4. Hold strategically planned press conferences to announce initiative status and progress.
5. Meet in person with key media to brief them on initiative. (Herald, CA, radio, TV)
6. Send regular press releases with updates on initiative process and participants monthly.
7. Maximize tie-ins with the state and other communities to leverage PR opportunities monthly.
8. Offer personal invitations to media to attend key meetings or steps in initiative.
9. Arrange to have key committee members appear as guests on speaker's tour for TV and radio interviews, Your Town, Feedback at Five, Government, MCOE, etc.
10. Develop Radio and TV PSA's to support bringing awareness of message to the general public.
11. Develop media section on CFMC website (and state website when available)
12. Develop the messages and logo for ALL partners to incorporate in their print, electronic and in person promotional efforts to build awareness of the initiative in the community and to increase widespread support.

## **Resources Needed**

Writing

graphic design

printing

postage

Meeting space

materials for press conference

Some production costs for PSA or TV (if we can't fees waived, arrange for greatly reduced rates)

## **Partnerships**

Radio and print media (for PSA space)

Participants in the initiatives planning process on all committees