

Reaching People with Disabilities through Healthy Communities

A Six-Phased Approach to Healthy Community Change

Phase 6 – Communication and Dissemination Phase

Phase Description:

The Communication and Dissemination Phase is the sixth and final phase of the Healthy Community Change model, where you will broadly communicate and disseminate the successes and lessons learned of your inclusive Healthy Community efforts.

These activities may range from working with **traditional** (print, television, and radio media; earned and paid), and **non-traditional** (using social marketing techniques and social media platforms) methods of communication. **Other acceptable communications activities** include: peer review journal articles, professional presentations, writing success stories, issue briefs, or white papers, and conducting community presentations.

WHY is this important?

It is important to share your project's successes and lessons learned because it **lends credibility** to your coalition and your project efforts. These activities can **build community momentum and recognition** for the work, creating a heightened sense of **coalition empowerment and achievement**.

Communication and dissemination of your results also can **add to the best practice science** of inclusive Healthy Community work **and build your expertise** in the process.

WHAT activities should you be doing?

- 1) **We recommend developing a communications plan to detail the communications and dissemination activities that you plan to undertake to share your project's successes and lessons learned.** Think of this as an action plan for telling your project story. This plan will detail the types of activities, responsible parties, and intended reach of your messages (local, state, or national).
- 2) **Balance the implementation of these communications and dissemination activities with the resources that you have available to implement them.** For example, if you lack funding resources for paid media, think of ways to earn media or opt for cost-efficient options like social marketing and messaging through one or more social media platforms.
- 3) **Make sure that you are sharing your successes and lessons learned in an inclusive and accessible way, so that people with various types of disabilities can access the messages.** Examples of inclusivity

	<p>are: closed captions for television or video messages for those with hearing impairments and offering additional versions of the messages or using larger and different types of font for people with visual impairments.</p> <ul style="list-style-type: none"> - You may find NACCHO's fact sheet on inclusive communication techniques helpful. <p>4) We recommend documenting potential reach, engagements, and impressions with your communications and dissemination activities. Doing this will allow you to estimate the number of people you are reaching with your messages as well as how many people are sharing and paying attention to your messages.</p> <ul style="list-style-type: none"> - Most traditional media activities will have an approximated reach; - Use of social media platforms will have the administrative capabilities to track reach, engagements, and impressions.
<p>WHO in your community should be involved?</p>	<p>If resources allow, you may hire out the communication and dissemination activities to a marketing or communications group or you might have access to a local public relations position within your own agency or coalition to oversee the implementation of the communications plan. With many local communities, resources do not allow for this and the Community Coaches often oversee the communications and dissemination process, and/or this process is shared by various coalition members.</p>
<p>How much TIME does this phase take?</p>	<p>This phase typically does not start until you have documented outcomes of your policy, system, and environmental (PSE) change efforts. You may choose to implement these activities concurrently as you achieve big wins or you may wait until later in the project. Once initiated, these activities should occur on an ongoing basis.</p>
<p>What does SUCCESS look like?</p>	<p>Successful communication and dissemination will include:</p> <ul style="list-style-type: none"> - Developing your inclusive Healthy Community communications plan to detail specific activities and the timeline that you plan to undertake them; - Implementing accessible and inclusive messaging, and being sure to test messages with intended audiences as resources allow; - Using both traditional and non-traditional types of media; and - Tracking the reach, engagements, and impressions of your messages to ensure message reach and effectiveness.