**EHHD CHART Plan4Health Project – 03/24/15 CHART MEETING**

**Thoughtfully Crafting our Community Action Plan – PR and Communications Committee (PCC)**

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| **Milestone**  | **Considerations/Key Questions… WHAT ARE WE MISSING? Please add any other key questions/considerations we need to be aware of and plan around. If answers to these questions come to mind, please jot those down as well.** |
| **2.1 Engage local residents to increase civic engagement and influence over local planning and zoning decisions.** | * ***How do you motivate local residents to show up at trainings and workshops? Do we show up at meetings they are already going to and get on their agenda (instead or in addition to ad-hoc meetings/workshops)?***
* *Food & child care!*
* *Attend meetings that are already happening and get on their agenda (go to them as to not add something else to their plate🡪 form ad hoc groups from the meetings we attend if there is an interest)*
* *Offer something to residents that will “draw them in” to hear our message (free health screenings, an event, etc.) From there conduct small interviews or surveys instead of asking individuals to attend a long meeting.*
* *Have multiple ways for residents to be involved in meetings (call in options, webinars, conference calls, etc.).*
* *Respect their time- be punctual and sensitive to the length of meetings, interviews, activities, etc.*
* *Give back to residents so we aren’t always “taking” from them.*
* ***How do you make the message compelling enough to get residents passionate about the issue?***
* *Have the message come from a community member who is passionate about the issue. Hearing it from a community member/familiar face will perk more ears in the community.*
* *Identify the “issue” in a way that resonates with people- frame it around things they care about.*
* *Personalize the message- create relationships with community members so they can have a voice in the issue.*
* *Make sure we listen to the needs of community members rather than putting our agenda on them.*
* ***How can we involve the local UCONN student population to engage? (Undergrad student government and PIRG group!)***
* *Use students that are from the districts to gather relevant and “inside” information on what how to get the “in” with their communities.*
* *Attempt to use resources at UCONN such as their school of marketing, public health, communications, etc. (recruit students and faculty for shorter term projects and activities (so that they are not scared away by a large commitment!).*
* ***How do we fire up our social media channels with engaged residents?***
* *We feel as though the social media piece of the communications plan needs to be started from the ground up and be an ongoing effort that will last beyond this grant period (there isn’t a lot of forward motion with social media within the towns or EHHD that we know of).*
* *If social media is used it has to have humor/character and consistency (it would open our audience up to younger generation).*
* *It might be more practical to start a blog with articles on the project but also articles that offer community members and readers of the blog information that will benefit THEM (healthy recipes, tips on active living, community activities, etc.) Perhaps the articles could be written by coalition members?*
* ***We need to invest in coalition branding and communication strategy to become more accessible and appealing to residents***
* *We agreed that it might be a useful investment to bring in a branding team to help us create a brand and name for CHART that will be an “umbrella” term that can be used for all future grants (much like MAC did for the start of their website...) the name has to be more appealing to the public.*
* ***How do we ensure diversity in our CHART membership and in the resident groups we reach, in terms of socioeconomics, race/ethnicity, language and needs?***
* *Consider using the Town’s Human Resources departments/offices.*
* *See if key Mansfield or Tolland employees know key members of other towns to get involved with.*
* *Involve churches or other organized groups in each town- find out what the largest organizations/community sites are in each town.*
* *Involve the district school nurses.*
* *Consider partnering with professional organizations (like Hartford health Care or CHN) and having ad hoc groups within their organizations to represent this initiative. Consider a “mentoring” program from larger organizations.*
* ***Where are the social networks created and sustained in our towns? Libraries, grocery stores, community centers, schools, community playgrounds, annual town festivals, farmers markets…***
* *Mansfield Community Center*
* *Coventry Parks/Recs*
* *UCONN basketball/other sports*
* *Other UCONN activities*
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| **CAC Brainstorming Session – 03/24/15** |
| Think about a comprehensive communication strategy for CHART (website, blog, social media, elevator speech, logo, etc.).  |
| **What/who are. . .** * The people and organizations we are trying to communicate with
	+ What are their values?
	+ What words resonate with them?
* What are our strengths, assets, secret weapons?
* Our Style/"Brand Personality“
	+ Think about if CHART were a person, what would her or his personality traits be?
	+ Are there any particular websites that stand out as models to replicate or be inspired by?
* Our goals?
	+ What would we need to achieve a year after we roll out our new communications strategy? What would make you call it a success?
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**Miscellaneous thoughts/comments/notes/questions**

* *It’s important to present an accessible communication to the public- offer information they can understand.*
* *It’s important to consider equity🡪 ask people what they need versus telling them.*
* *We feel as though the name CHART doesn’t explain what our vision/mission is. Also hard to incorporate the name CHART in an elevator speech to the public.*
* *We shouldn’t use the word “Choice” in our name or logo due to the many connotations that surround the word “choice.”*