



Minnesota Youth Tobacco Prevention Initiative

Communication Planning Resource Kit

December 2000



Minnesota Department of Health
Tobacco Prevention & Control Section

Overview

December 12, 2000

Dear Community-based Tobacco Grantee:

Thank you for participating in the Minnesota Department of Health's (MDH) Youth Tobacco Prevention Initiative. Although we are early in our journey, your efforts, across the state and in your own community, will be what ensures our shared success.

I am writing about how we will communicate our success to Minnesotans and each other. As you know, writing a communication plan is a requirement of participating in the Youth Tobacco Prevention Initiative. These plans, while seemingly cumbersome now, will in the long-run help us all operate more efficiently and more effectively. The materials in this packet are designed to help you write that plan in the short-term, and I hope they will also be a long-term resource as you implement your communication plan.

The Minnesota Youth Tobacco Prevention Initiative is a large undertaking with people working in every county and every corner of our state. Effective communication is key to our success. We are asking that you generate a communication plan, because effective communication does not happen by accident. Effective communication is the result of strategic planning, proactive thinking and anticipation.

There are three kinds of communication that your plan should address:

- 1) **Communicating with the community.** Regardless of the focus of your grant, it's important to keep your community informed on how you're using endowment funds and the successes you're having. Making sure that people know what we are doing helps educate the community about health issues, promotes community health, keeps the public abreast of developing health news, and can generate a base of community support.
- 2) **Communicating with each other.** One of the values of this kind of initiative is the synergy that comes from everyone working together, coordinating efforts, and collaborating on projects. Perhaps the biggest challenge to those cooperative efforts is effective communication. Keeping others in the tobacco prevention and control community informed and up to date on what we are doing will help us more efficiently coordinate and learn from one another's experience.
- 3) **Communicating with community leaders and public officials.** Policy decision makers play an important role in our collective success, whether it is the city or tribal council, the community health board, county commissioners, or your representative to the state legislature. All levels of government have an interest in public health and in knowing how we are progressing. Keeping these key stakeholders "in the loop" reinforces our accountability.

The contents of this packet will help you think through the challenges and opportunities you will have in communicating with the community, other initiative partners and community leaders.

- ◆ *What is a 'Communication Plan?'* helps to explain how the communication plan will help you and our expectations of your communication plan.
- ◆ The combination of the *MDH Communication Plan Basics* and the sample plan from the fictional Mock Duck Anti-Tobacco Coalition are designed to guide you through exactly what you should include in the communication plan that you submit.

Additional resources are intended to help you generate ideas for the communication plan you submit now and also later on when you get into the more detailed process of executing specific strategies.

- ◆ *Communicating with the Community: Community Relations & Media Planning* offers some ideas on how to generate answers to the twelve basic questions of the communication plan. It also presents worksheets and resources to help you better plan your community relations and media activities.
- ◆ *Communicating with Each Other: Internal Communications Planning* outlines the communication network that will be available to Youth Tobacco Prevention Initiative participants and encourages you to discover the role you can play in making sure everyone within the initiative has the opportunity to learn from your efforts.
- ◆ *Communicating with Community Leaders and Public Officials: Government Relations Planning* encourages you to think about community leaders and public officials as a separate audience that you need to plan for and anticipate.

Beyond the resources in this packet, I encourage you to use MDH's Tobacco Prevention and Control Section staff as a resource. Additionally, the Minnesota Institute of Public Health (MIPH) is working to develop a communication system for grantees. Your packet contains an overview of how that network will work. The Communication Coordinator for that project is Bonnie Meyer at MIPH (763.712.7627).

Once again, thank you for your patience, your participation, and most of all your hard work. I know I speak for the entire staff of MDH's Tobacco Prevention and Control Section when I say that we're excited about this initiative and happy to be working with you.

Sincerely,



Randahl S. Kirkendall, Manager
Tobacco Prevention and Control Section
P.O. Box 64882
St. Paul, MN 55164-0882

COMMUNICATION PLAN TIME LINE

While contract language set a specific time line for the submission of Evaluation and Target Market Integration plans, it was not as specific regarding the Communication plan. Below is a general time line to follow with regards to the Communication Plan.

December 13, 2000 - Resource packets for the Communication Plan will be sent out from MDH to the primary contact for each Community-based Grant. MDH staff will send a minimum of one packet or as many as four to that primary contact for distribution. Additional resource packets can be requested from Mike Maguire in the Tobacco Prevention & Control Section of the Department of Health.

December 14-30, 2000 - Grantees should take this time to become familiar with the contents of the resource packet, assemble additional materials to facilitate the development of the Communication Plan, and consult internally to develop the strategic vision of the communication plan. (*Note:* Communication activities which have already been planned and/or executed should be written into the plan.)

January 2-5, 2001 - MDH will host two or three conference calls to facilitate the development of Communication Plans. The purpose of these calls will be to answer questions about the Communication Plan, MDH expectations, and/or resources within the resource packet. (While the timing on these calls are not ideal in a general sense, they are scheduled for this week to allow a substantial time period between the calls and due date on the communication plan. You should, however, not hesitate to contact MDH staff with questions prior to or following these conference calls.)

February 1, 2001 - Communication Plans from Community-based Grantees due:

Mike Maguire
Tobacco Prevention & Control
c/o Minnesota Department of Health
P.O. Box 64882
St. Paul, MN 55164-0882

February 1, 2001- March 15, 2001 - MDH Tobacco Prevention & Control Staff will review Communication Plans in the order they are received and provide feedback and approval of Communication Plans.

April 4, 2001 - Communication Plans should be revised as appropriate and included with the year two work plan.

What is a ‘Communication Plan’?

There is no universal definition or format to a ‘communication plan.’ It is, essentially, what you make it. Below are some suggestions for how you might ‘make’ and use your communication plan for the Youth Tobacco Prevention Initiative.

What’s the purpose of this communication plan?

Contrary to some speculation, the purpose of the Youth Tobacco Prevention Initiative communication plan goes beyond the desire to create more grant related paper work. Too often we identify communication problems only after the fact. We experience problems in the community and only then recognize we have not kept the community informed, or we experience low turn-out to the meeting and realize “no one knew it was happening.” These are instances where communication needs went unanticipated, became a problem and created obstacles to success. The purpose of this communication plan is to anticipate how we will communicate with various audiences and avoid these problems. The goal is to create a plan which addresses the communication needs of specific activities and helps to assure our success.

How should the communication plan be used?

- ◆ **As a Guide** - Once written the communication plan will help guide your efforts. As a thought starter, a communication plan will allow you to think through how to communicate about your project with the community, other grantees, community leaders, and public officials. Even though it will not account for every detail of what you plan to do, it will provide a road map to get you started with each effort. As such, the communication plan and strategies will contribute to the success and effectiveness of your project by reminding you of your strategy.
- ◆ **As a Starting Point** - The communication plan that you write and submit to the Department of Health is a starting point. As you move into more and more programming, you will discover the need to change directions and reevaluate the strategy, and to provide more specific detail. This communication plan should not represent the last time you think about these kinds of communication approaches. It is more appropriately the first time. Use this communication plan to set a general vision of what you will be doing and fill in the details later on.
- ◆ **As a Reference** - Once you have written the communication plan you’ll want to refer back to it and ask “how are we doing?” Your communication plan might imply or specifically lay out a time line of your activities; check back occasionally and anticipate what kinds of events and communication needs are just around the corner.

- ◆ **As a Work in Progress** - Your communication plan should be, above all, flexible. Expect to change it as circumstances change. You may discover an approach or strategy is not achieving its goals and you may want to change directions. This communication plan should accommodate those desires. Anticipate changes.

What should it include?

There are two documents included in this packet that will help you determine what to include in your communication plan. First, the “*MDH Communication Plan Basics*” asks 12 questions (four for each area of communication) to answer within your communication plan. The questions provided in “*MDH Communication Plan Basics*” are questions that everyone can answer, because they focus on how you and your coalition will respond to the environment that you’re in. This format will allow you to organize your communication plan, but you may change the format to fit your needs. Additionally, there is a sample plan for the fictitious Mock Duck Anti-Tobacco Coalition that will help you understand the kind of information to include in the communication plan.

What will MDH base its approval on?

A communication plan that reflects a thoughtful consideration of how within your financial and human constraints, you will communicate with the public, other grantees, and key stakeholders will be approved. We realize that you are all dealing in different communities and environments, and with different resources (financial and human). A legitimate expectation of one group of grantees may be entirely unreasonable of another group of grantees. MDH will base its approval on whether or not your grant has proposed communication strategies that seem appropriate to your environment, resources, and the ultimate goals of your grant. Your grant manager and the TP&C Communications Coordinator will provide feedback on your plan, suggestions to strengthen your proposed plan, and ideas to increase the impact or efficiency of your communication strategies.

If you have any other questions about the communication plan, please do not hesitate to call Tobacco Prevention & Control Communication Coordinator Mike Maguire (651.284.3831) or email him at <mike.maguire@health.state.mn.us>.

MDH Communication Plan Basics

While other resources in this packet may be helpful in both the short-term development of communication strategies and the long-range execution of your communication strategies, this sheet is specifically designed with an eye to the short-term deliverable, the communication plan itself. Below are the essential questions to answer in the communication plan that you submit. You may use these questions to structure the entire communication plan. This approach is modeled in the sample communication plan enclosed (*Mock Duck Anti-Tobacco Coalition: Communication Plan*). Your communication plan should address at a minimum the questions below. Expect your communication plan to be 5-7 pages and if you include more detail it may be longer.

I. Communicating with the Community (2-4 pages)

A. What Are the Media Outlets in Your Community?

(See *Communicating with the Community: Community Relations & Media Planning* pp. 1-2.)

B. Who Is/are or Will Be the Media Contact(s) for Your Grant/coalition?

(See *Communicating with the Community: Community Relations & Media Planning* p. 2.)

C. Define Community Communication Opportunities and Vehicles

1. What strategies will you employ to establish and maintain good community relations? (See *Communicating with the Community: Community Relations & Media Planning* pp. 2-5.)
2. What is your general vision of the role of media in your grant programming? (For each of your grant's focus areas write a brief statement of how you plan to use the media to communicate with the public and how that will advance your program goals. Both the sample communication plan and *Communicating with the Community: Community Relations & Media Planning* pp. 6-8 may help you think through these issues.)¹

¹ While grants are presently written for two years, work plans and programming is only planned for the first year with your second year work plan due in April 2000. You should plan on submitting a revised Communication Plan that reflects changes in your year two work plan.

II. Communicating with Each Other (1-2 pages)

- A. **How many of the Youth Tobacco Prevention Initiative program staff in your grant or coalition have access to and read Cyber Assistance?** Should people be added to the list?
- B. **What level of Internet and web access do Initiative program staff have?** How will those without electronic access receive the information available to other grantees through electronic channels?
- C. **How will web-based information pertaining to your grant or coalition (databases, calendars, etc.) be updated?**
(See *Communicating with Each Other: Internal Communications Planning* pp. 3-4 to get an idea of what kind of information will be web-based.)
- D. **What kinds of stories and information will you submit to MIPH for inclusion in web-based content and/or newsletters? How often do you anticipate submitting material?**
(See *Communicating with Each Other: Internal Communications Planning* pp. 4-5.)

III. Communicating with key community leaders and public officials (1-2 pages)

- A. **What, if any, are your organization's policies on communicating with appointed and elected officials?** Are there barriers to communication with these officials? If so, how will you address them?
- B. **Who are the community leaders and public officials on the state and local level who have a stake in the success of your program?**
- C. **How will keeping these community leaders and public officials informed complement the work of your grant or coalition?**
(See *Communicating with Community Leaders and Public Officials* p. 2.)
- D. **Who will be the best spokesperson?** What would be the best means of conveying your message to these key stakeholders?
(See *Communicating with Community Leaders and Public Officials* p. 2-3.)

I. Communicating with the Community: Community Relations & Media Planning

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Communicating with the public is an important part of any communication plan. In many cases, people use the terms “communication plan” and “media plan” interchangeably. Working with media is often the aspect of communicating that causes people the highest level of anxiety. Below are questions and suggestions that might serve as a checklist to help you anticipate how you and those involved in your grant might best utilize different communication vehicles to communicate with your community.

A. Identify Media Outlets and Reporters

Mass media and non-traditional media - Media is traditionally understood as mass media (newspapers, radio, television, billboards, and transit ads) but there are also other forms of media that *may* be of use when you are trying to communicate with particular segments of the public. Organizational newsletters, high school publications, church bulletins, posters and brochures that are distributed through community organizations and in community meeting places should be considered when you are trying to get information and messages to very specific groups of people. The focus of the MDH’s *Media Relations Handbook*, that accompanies this packet is the more traditional media, but grantees should feel free to consider how they might utilize non-traditional media outlets as well.

- 1. Media Inventory** - What are the media outlets or sources of information that service your community? You may think about the town and county newspapers or the radio and television stations that are located within your service area, but you should also consider the communication outlets that service the community or specific populations as well. Are there particular magazines, newspapers or radio stations that appeal to high school students, Native Americans, the Gay Lesbian Bisexual Transgender Community, public health professionals or union members? What about community events that present opportunities or even a bulletin board that people in your community see all the time?

***A good source to find the mass media outlets serving your community is *Schmidt’s Minnesota Media Directory*. The publication is quite expensive; if you cannot locate a copy within your organization, you might try the reference section of your local library.*

- 2. Appropriate Journalists** - Large media outlets assign reporters to cover beats, issues or geographic areas. Media outlets that have smaller staffs may not ‘specialize’ or assign reporters to particular beats, but it always helps to find out if the media outlets that service your community have designated particular staffers to

report on health news, the youth beat or even local politics. You might also identify a reporter who has a personal interest in the tobacco issue.

- a. Researching past stories on health and tobacco can give you a good sense of which reporters take an interest or are assigned to health issues.
- b. A phone call to the media outlet's editor can be a good way to learn who is assigned to the health beat. In some outlets, you will find that the editor is also a reporter who covers a number of beats (sometimes all of them)!

B. Identify Your Media Contact

Designating one person as the communication contact responsible for directing media inquiries will be helpful not just for those involved in your grant, but also for media outlets and MDH.

1. Who is "in the loop" enough to be able to either answer questions about your grant activities or know who the most appropriate person is to direct questions and reporters to?
2. Who has or will be able to develop solid working relationships with the appropriate media contacts?
3. Who will be comfortable dealing with the media?
4. Who will be the person responsible for making sure that your communication activities stay consistent with MDH's communication policies (see page 8)?

These are some of the questions that you might want to answer before designating your media contact. If the answer to each of the questions is the same, you have yourself a media contact!

C. Define Community Communication Opportunities and Vehicles

As your media plan develops and you move from planning to executing, you will want to keep a focus on communication that serves to develop a generally positive relationship between your grant or coalition and the public at large. You will also need to focus on other communications that help to advance specific program goals. Both are important and at times overlap; however, they warrant separate planning and strategy.

1. Community Relations

Generally speaking, effective community relations keep up the flow of information to the community and ensures general good will between you and the community. It is a continuous effort. At the same time, you need not invest all of your waking hours doing community relations for your grant or coalition. Instead identify a few strategies that will help facilitate open communication and a good general dialogue. Then rest assured that information about programmatic events will fill in the rest.

a. Your Community Relations Goal Should Be To:

- 1) Make the public aware of your grant or coalitions existence and the primary strategies/programs/projects.
- 2) Periodically update the community about progress, important milestones, and achievements.
- 3) Respond to public discussion, critical or supportive, about your grant or coalition of the Youth Tobacco Prevention Initiative.
- 4) Inform the public of your project's results.

b. Possible Community Relations Approaches²

- 1) *Making the Community Aware* - An important part of community relations is creating a positive image in the mind of the community. Proactively announcing your presence gives you the opportunity to influence people's initial impressions.
 - a) A press release or media contact informing a journalist that your grant or coalition has been funded may result in a feature story or article that will in-turn introduce you and your efforts to the public.
 - b) Create and distribute an information packet to community groups who agree to make their membership aware of your grant or coalition's efforts. These organizations may direct members to opportunities to get involved and stay informed. This may not only let people know what you're doing, but identify people in the public who may want to be involved.

²The approaches listed under each of these goals are not exhaustive and also are not autonomous. As you develop your own communication strategy, you may choose to use various combinations of these strategies to supplement and complement one another or to define completely different strategies.

- c) Some sort of public event kick-off or public forum could give you the opportunity to talk with members of the community and share with them what you are doing while also potentially generating some free media opportunities.
- 2) *Periodic Updates and Progress Reports* - Periodic updates ensure the flow of information to the community and help to maintain a good level of awareness. Being out of sight and out of mind can be dangerous in terms of community perception.
- a) Keep journalists informed of what is going on. This is a potentially effective way of getting an occasional news story featuring your grant or coalition's efforts and provides an opportunity to update the public through the media. Media may or may not take interest in specific events, but when one catches their eyes or ears, it may be a good opportunity to talk about other events. Also send media contacts your business card so they can keep it on file and call you directly.
 - b) Develop an information packet and update the contents of the packet periodically. The packet can be distributed to community groups, handed off to journalists, or made available at public events where people may come seeking information. Be attentive to the "shelf life" of various items in the packet and look for opportunities to revise and update material as appropriate.
 - c) Seek out opportunities to make information available where members of the general public, or important sub-groups, gather looking for information about community events and initiatives (conferences, state fairs, health promotion events, etc.).
 - d) Develop your own grant or coalition's periodic communication directed at various public audiences or sub-groups. An email network or newsletter might be an effective way of getting information to people. If you do these, be sure to have a realistic schedule that does not overload receivers, but also does not let them forget that you are there. Sometimes bi-monthly or quarterly updates will be good, sometimes a bi-weekly communication might work better. It all depends on your audience, their desire for information, and your capacity to keep to the schedule.
 - e) Establish your grant or coalition's place in a periodic publication that someone else publishes. Many newspapers, radio stations, and television stations have health sections or segments that appear with some regularity. You might work with the journalists to see if some

periodic update or article about your grant or coalition would be appropriate or desirable. The same might be true of community newsletters and other sources of information.

- 3) *Responding to Public Discussion* - Whether it is Letters-to-the-Editor giving your grant or coalition kudos, a television report of public officials being critical, or a general buzz wondering who you are and what you are all about, positioning yourself to respond when appropriate is a key to effectively managing your relationship with the community.
 - a) Monitor the media outlets you have identified on your media list for both critical and supportive discussion of your grant or coalition. You need not respond to everything positive or negative, but you should be aware of it and it might not hurt to make sure that your grant manager is aware of it as well.
 - b) Op/Eds are a one way of responding to discussion. The opinion page of a paper or section of programming is the place where various groups within the community have discussions and consider the relative worth of projects and initiatives. If someone writes an article, does a news story, or expresses an opinion that you would like to express support for or express a different opinion on, identify a particularly credible person (inside or outside of your grant coalition) who will author the opinion/editorial. Work with them to write an article that gets your message out and then pitch it to the opinion editor of the paper.
 - c) Letters-to-the-Editor can be an important part of a response strategy. Letters-to-the-Editor generally need to be shorter and less in depth than an opinion article, but they are easier to get into a paper. Letters-to-the-Editor can be used to express agreement with someone else and forward your public relations goals that way or to counter suggestions that work against your community relations goals.
 - d) Depending on how much public discussion is going on it might be appropriate to attend community meetings and forums so as to share ideas and perspectives or to schedule some on your own.
- 4) *Informing the Public about Results* - Whether it is the end of the entire project or simply an event within the context of the project, people may want to know “whatever became of that?”
 - a) Here again, a press release after conclusion of the project may speak to the results of the project or event and that may become part of a

news story that helps to inform the public. If you write a report at the end of the project, release it to the community and use the media.

- b) Updating and distributing your information packet or developing new resources focused on reporting results might be an effective way of getting information to some sub-groups within the public.
- c) Letters or other communications can be developed and distributed directly to participants and/or interested parties to make the results and conclusions readily available.

2. Using the media to reach your objectives

In addition to helping advance your relationship with the community, a well planned media strategy can help you reach the program goals or objectives of your grant or coalition. The following section should help you develop and identify a media strategy that is solidly rooted in the outcomes and objectives of your grant or coalition's objectives.

Strategic Terms

Paid v. Earned Media - Thus far, we have focused primarily upon getting earned media (news stories, and features in media outlets), but some grants have built in money for paid media. The biggest differences between the two revolve around cost and control (for more see *The Pros and Cons of Communication Choices*). With earned media, you have very little cost and while you might influence the content of the story, you do not have control. With paid media, you have almost total control of the content, and you pay to have that. If your grant has paid media written into it, then you have already engaged in a planning process. By-and-large, we will focus on using and getting earned media including Letters-to-the-Editor and written opinion editorials.

Advocacy & Awareness - In a general sense, you will communicate with the public for one of two purposes: 1) to persuade (advocacy), or 2) to inform (awareness). Distinguishing one from the other is sometimes difficult, and not always necessary. For example, some grants have a well defined focus on advocacy in that they are focused upon bringing about policies that reduce exposure to secondhand smoke in defined areas. That is clearly advocacy, but in order to be successful much of that communication will also have to create an awareness of the harms of secondhand smoke. Another grant may be having a youth summit and want to make teens aware of it, but at the same time they will be looking to persuade teens who are aware to attend. As a grant it would be good to define both general

- a. **Evaluating the Program Value of Media** - Answering the following questions may help you better define where and how you can use media strategically:

- 1) What are the general goals and desired outcomes of the grant or project?
 - 2) What are the overall goals and desired outcomes of specific grant activities? (Consult your grant contract or your PEAC timeline for specific contract duties and activities.)
 - 3) How might/will public perceptions, attitudes, or beliefs impact on your ability to achieve the desired outcomes? (Can media coverage or the lack thereof enhance or diminish your effectiveness?)
- b. Time-line Activities and Media Execution - Having defined how communicating with the public through the media might help you advance your goals and achieve your outcomes, developing a time line of activities and media will help you plan out, in a general sense, the nuts and bolts of your media plan.
- c. Plan Specific Media Activities - For your general grant goals and each specific event, activity, or initiative, you may want to consider the following items in planning media to achieve your goals. (The enclosed worksheets should be helpful to organizing your thoughts.)
- 1) *Key Audience(s)* - Who are the people or groups of people you are hoping to persuade or inform? What do you want them to think or do after the communication?
 - 2) *Media Outlets & Communication Vehicles* - Which media outlets or communication vehicles will help you best reach your desired audience(s)? Keep in mind that generally wider audiences are reached by television which is harder to get in to, while newspapers and radio reach different, smaller, more clearly-defined audiences depending on their formats. Additionally you may decide that non-traditional outlets serve your purposes best. The consideration of audience and message are appropriate for those means of communication as well. (See *Pros & Cons of Communication Choices* and/or *Matching Communication Channels to Audiences*.)
 - 3) *Key Messages* - Key messages are the one to three most important points about your project or event that you want to convey. It takes some time and hard thinking to boil down everything you know about the project or event into the most important one to three points, but it will help you get your message out. Remember, the key messages must be what are most important to the reporter's readers, listeners, or viewers, not what is most important to you and your project or event. Think about what you want

someone to know, think, or say about your project or event. When developing your key messages, making sure they meet the following criteria will help others pick-up on them:

- a) They're true.
 - b) They're concise.
 - c) They're memorable.
 - d) They sound like a human being, not an institution.
 - e) They can influence your audience.
- 4) *Presentation Type* - Once you have determined which media outlet or communication channel is the best vehicle for getting to your key audience(s) the question is how do you want to present the information? Will you do a presentation that provides information visually? Are you trying to get an earned media news feature in print, on the radio, or on television? An opinion editorial? A letter to the editor? How will the brochure or flyer catch the audiences' attention? (*Pros & Cons of Communication Choices* will again be helpful in trying to make these decisions.)
- 5) *Materials Needed* - Depending upon what you are trying to do with the communication, you will need different kinds of materials to successfully execute your plan. Consider some of these materials:
- a) Facts Sheets - Provide additional information for a reporter to include in a story.
 - b) Press Advisory - Notifies press of an upcoming event that you want them to attend.
 - c) Press Release - Informs reporters of an event or news that has already happened and invites coverage.
 - d) Q&A Sheets - Information that helps prepare a person for an interview or press conference.
 - e) Visuals - The setting of a press conference or an event can provide attractive visual aspects to a story for photographers and television editors.
 - f) Logistical Plans - Do you need to make arrangements for speakers, a location, videotapes, or other resources?

D. Coordinate with Partners/Stakeholders

Finally, you will want to think about how you will coordinate your efforts with other partners and stakeholders. The people who are responsible for media relations at MDH are often on committees of other such media contacts to coordinate strategy with additional stakeholders and partners in our efforts. By virtue of your Youth Tobacco Prevention Initiative grant, you are in partnership with a number of organizations. Coordinating with these organizations should not create a barrier to successfully carrying out your communication plan. It should instead keep people informed and create opportunities where they can help you reach your goals. It is important to think about how you will coordinate with the other stakeholders in your grant and design an internal system for doing that. In your role as an MDH grantee you must coordinate with MDH on a number of issues. To help you better coordinate with MDH on your media plans see the general policies below.

1. Copies of all formal written contacts with media (press advisories, press releases, pitch letters, etc.) should be sent to your grant manager and the TP&C communications coordinator.
2. All written contacts with media should be sent in the name of and under the cover of the originating organization(s) and *not* MDH or the statewide youth tobacco movement, Target Market, (even if TM youth are involved with the event/ in question), unless pre-arranged with those organizations.
3. Quotations attributed to MDH employees or appointed officials should be approved by that individual prior to use (contact Mike Maguire to facilitate such approval).
4. Any advertising that will be paid for with Youth Tobacco Prevention Initiative funds must receive prior approval from MDH.
5. Youth Tobacco Prevention Initiative Grantees may not design, develop, or place advertising or communication aimed at youth tobacco prevention for and or at youth ages 12-18, without the approval of the Minnesota Department of Health and the Endowment Director of Marketing.

Successful community relations & media strategy can be an important factor in the success of your overall grant. As you assemble your communication plan for the Youth Tobacco Prevention Initiative and revise it in the future, actively identifying the communication outlets available to you, identifying your own media contact, defining your communication options and opportunities, and coordinating with others will position you to succeed. Whether it is in the anticipation of writing this communication plan or in the active execution of your media strategy, please always feel free to use the MDH staff as a strategic resource. Following are some worksheets and resources to facilitate your media strategy.

Matching Communication Channel to Audiences³

The chart below is designed to help you select the most appropriate communication channel(s) to reach the audience(s) you want to communicate with. An 'X' mark indicates that the channel would be better for reaching the corresponding audience. Again this is a general indication and you will need to be sensitive to trends and media use patterns that are specific to your particular community and environment.

<u>Communication Channel</u>	<u>Policy/ Decision Makers</u>	<u>Community Activists</u>	<u>Public-at-Large</u>	<u>Youth</u>
TELEVISION& RADIO:				
Editorials	X	X		
Feature News Stories	X	X	X	
News Coverage	X	X	X	
Paid Advertising	X	X	X	X
Public Affairs Programs/Talk Shows	X	X	X	
Public Service Announcements		X	X	
Entertainment Talk Shows		X	X	X
Entertainment: Music/Soap Opera/DJ Commentary		X	X	X
NEWSPAPERS:				
Editorials	X	X		
Editorial Cartoons	X			
Opinion Editorial Columns	X	X		
Business Section	X	X		
Letters to the Editor	X	X	X	X
Front Page News	X	X	X	
Paid Advertising	X	X	X	
Front Page Section	X	X	X	

³Adapted from "Shaping Policy Through Appropriate Communication Channels," Health Promotion Resource Center, Stanford Center for Research in Disease Prevention, Stanford University School of Medicine, 1000 Welch Road, Palo Alto, CA 94304-1885

Sports Section			X	X
Lifestyle Section			X	X
PRINT:				
Booklets/ Posters/ Pamphlets			X	
Outdoor Advertising		X	X	X
Neighborhood Newspapers			X	
Organizational Newsletters	X	X		
WORD OF MOUTH:				
Formal Networks	X	X	X	
Informal Networks		X	X	X

Pro's and Con's of Communication Choices

For each type of communication you will be doing, you'll make choices and select the most appropriate communication channel(s) to reach your communication and program goals. Below is a table listing some of the pro's and con's of each communication channel. This is not an exhaustive list of the communication channels you might use nor is it a definitive list of all the pro's and con's of each one. Depending on the situation you find yourself in, some things that are listed as con's may at times be viewed as advantageous to the kind of communication you want to achieve. That said, this list should give you a sense of some of the things you need to consider and the options you have to choose from.

<u>Communication Vehicle</u>	<u>Pro's</u>	<u>Con's</u>
Information Packet	<ul style="list-style-type: none"> Provides people access to lots of information without having to ask You are in control of the information which is "unmediated" Saves time for staff who don't need to create or compile new information for each request Good background piece to accompany time sensitive press releases 	<ul style="list-style-type: none"> Audience is potentially limited to those who get the packet Can be labor and resource intensive Cannot be sure information is received or reviewed Information can become outdated Can become too general, unable to speak to specific concerns
Planned Event (kickoff event or public forum)	<ul style="list-style-type: none"> Can be a good way of identifying interested individuals and stakeholders, recruit volunteers, educate community members and create connections among community members Opportunity to both communicate your message and respond to questions & concerns If framed properly, these kinds of events can be attractive to media and generate media coverage 	<ul style="list-style-type: none"> Without earned media, audience may be limited to those who attend, thus limiting the reach of your communication, unless this becomes the subject of a media channel May take time, resources, or money to plan an event Pursuing earned media to extend the reach of an event takes time and effort pitching and/or framing
Email	<ul style="list-style-type: none"> Cost of generating and sending email is relatively low Email can communicate information very quickly when time is of the essence Email is direct and can be targeted to one person as a recipient or hundreds depending on who you want to get the information List serve type systems can distribute information quickly and efficiently Email is relatively easy to access and goes directly to recipients 	<ul style="list-style-type: none"> Primarily text and information Email is easily deleted or ignored by "over emailed" audience members As efficient as it is, it can also be ambiguous Audience is limited to those who's email addresses you have or are using
The World Wide Web	<ul style="list-style-type: none"> You are in control of what information people have access to Once provided, others' access to information does not require additional time from you Delivery costs are extremely low Can link to other complementary resources 	<ul style="list-style-type: none"> This is a passive channel where others have to seek out the information (periodic updates with links can off-set) Audience may be limited to those with Web access and/or those who choose to seek information

<p>Newsletter or Printed Update</p>	<ul style="list-style-type: none"> • Again you have complete control of content • Layout and visual appearance can be an enticement to read • Regularly scheduled communication can become a reliable source of information • Encouraging submissions from readers facilitates two-way communication • Good way to share best practices and recognize successes 	<ul style="list-style-type: none"> • Reach of communication is again limited by the reach of your mailing list • Requires a commitment to ongoing maintenance • These communication forms require the active decision to seek out and read the information • Between layout and content these kinds of printed updates/materials are more labor intensive • Because they take longer to put together, “time sensitive” information may not make it in time
<p>Advertisements</p>	<ul style="list-style-type: none"> • You have complete control of the content • You are in control of how you target/buy the audience • Can reach a very broad audience, or a very narrow audience depending on where you advertise 	<ul style="list-style-type: none"> • Advertising can be costly • Focus is more on awareness than education • Because you have paid for it some may see the information as biased • You need to plan for design, layout, and production value • May be reaching a broad audience when you need to be more focused on a targeted audience
<p>Letters to the Editor</p>	<ul style="list-style-type: none"> • Generally, letters to the editor get read more than longer articles • One of the easiest forms of ‘earned media’ to get • Create a sense of public discussion • Allows for participation in discussion of what are deemed “the issues of the day” 	<ul style="list-style-type: none"> • May only get skimmed as opposed to read • Need to be concise limits what you can say • Purely text, no visuals to draw and audience’s attention • Can never guarantee your letter(s) will get published • Letters may invite opposition and response
<p>Opinion Editorials</p>	<ul style="list-style-type: none"> • You are able to control the content (albeit needs to be limited to the relevant) • Format allows for more in depth addressing of the issues at hand • Allows for participation in discussion of what are deemed “the issues of the day” • Many decision makers and policy leaders read the opinion page so this provides access to this key audience • An opportunity to really educate a wide audience 	<ul style="list-style-type: none"> • Credibility of the article/message is dependent upon the perception of the author’s bias • Audience may be limited reaching the policy involved and interested, but not the general public • You may have only a few/limited opportunities to use this communication channel • Writing, editing and gaining approval for opinion editorials can be time consuming • Primarily text without many pictures
<p>News Stories/ Features</p>	<ul style="list-style-type: none"> • Cost in terms of financial and human resources (writing and layout) are low • Information may be perceived as less biased because of a perception of “objective” reporting • By and large decision makers follow the news • Stories may contain visual aspects • Can reach a large audience with a lot of info in a timely manner 	<ul style="list-style-type: none"> • You are not in complete control of content, could be supportive, could be critical • Exposure is limited to the audience who receive/use the media source where the story is placed • Pursuing such coverage can consume some human resources and does not always pay off

Event: _____

Grant Objective:

- General goal(s) of grant
- Specific goal(s) of this communication

Strategy:

Key Audience	Media Outlet(s) & Communication Channels	Key Messages	Presentation Type	Materials Needed

Media Events or newsworthy projects related to objects and strategy:

Key Messages your project will convey:

Media Planning Worksheet - Sample 1

Whether it's "Big Picture" planning or looking at how you might bring about some media coverage for a regional meeting on youth tobacco use, sitting down and working through the questions on this worksheet may help you focus your media strategy and increase the likelihood of success. Feel free to make copies and have them on hand for other events.

1) What is the overall goal or desired outcome of your grant/coalition or this specific event?

2) How will media coverage help you achieve that goal or outcome?

3) Who are your primary target audience(s): a) _____

b) _____

c) _____

Secondary target audience(s): d) _____

e) _____

f) _____

4) What communication strategies/messages would you like your primary and secondary audiences to take away from the media interaction?

a) _____

b) _____

c) _____

d) _____

e) _____

f) _____

5) What media vehicles/channels will best communicate these messages to your audiences?

6) How/why will your event or story (framing) be attractive to the media vehicle/channels you've selected? What are your strengths in working with the media on this issue/event?

7) What are potential challenges for working with media in this situation? How can you work around these challenges?

8) What materials (press advisory, press release, background materials, visual aspects, reports, etc.) will you need to collect or develop?

Time line:

Logistical planning (time & location visit and/or reservation):

Development of materials:

Initial contact with the media:

Subsequent contact(s) with media (follow-up):

Media Advocacy Resources

Further Reading on Media Advocacy

Most of the following books are available from SAGE Publications at <www.sagepub.com> or call 1-805-499-9774. For a description of the books including the table of contents and cost, visit SAGE Publications, web site listed above.

Conners, Gail, *Good News! How to Get the Best Possible Media Coverage for Your School*, Corwin Press, 2000.

Fox, James Alan and Jack Levin, *How to Work with the Media*, SAGE, 1993.

Jernigan, David and Patricia Wright, "Media Advocacy: Lessons from Community Experiences," *Journal of Public Health Policy*; 17(3), 1996.

Media How-To Guidebook, Media Alliance, San Francisco, CA, 1991.

Pertschuk, Michael and Phillip Wilbur, *Media Advocacy: Reframing Public Debate*, The Benton Foundation's Strategic Communications for Nonprofit Series, Washington, DC, 1991.

Porter, W. James, *Media Literacy*, SAGE Publications, 1998.

Ryan, Charlotte, *Prime Time Activism: Media Strategies for Grassroots Organizing*, South End Press, Boston, MA, 1991.

Wallack, Lawrence and Lori Dorfman, "Media Advocacy: A Strategy for Advancing Policy and Promoting Health," *Health Education Quarterly*, 23 (3), 1996.

Wallack, Lawrence, et. al., *Media Advocacy and Public Health : Power for Prevention*, SAGE Publications, 1993.

Wallack, Lawrence, et. al., *News For A Change: An Advocate's Guide to Working With the Media*, SAGE Publications, 1999.

Media Resources for Populations-at-Risk

Aldrich, Leigh Stephens, *Covering the Community: A Diversity Stylebook for Media.*; Pine Forge Press; March 1999.

Korzenny, Felipe, et. al., *Mass Media Effects Across Cultures*, SAGE Publications, 1992.

Riggins, Stephen Harold, *Ethnic Minority Media: An International Perspective*, SAGE Publications, 1992.

II. Communicating with Each Other: Internal Communications Planning

II. Communicating with Each Other: Internal Communications Planning

Internal communication is the glue that holds all of us in the Youth Tobacco Prevention Initiative together. One of the biggest challenges of our communication with each other will be developing a system that keeps everyone in the tobacco prevention and control community informed and up to date on who we are and what we're doing while still avoiding information overload. To be successful we'll need to both share our resources, successes, *and* lessons learned, and also take an active role in trying to manage the appropriate flow of information.

The Minnesota Institute of Public Health (MIPH) will be designing and managing a communication system that will facilitate our access to information and resources through three primary vehicles - email, the world wide web, and a quarterly newsletter. The following material is designed to help you define the role of your coalition members in this statewide network of tobacco control advocates.

Note on Electronic Communication and Access: Two of the three communication vehicles that the Youth Tobacco Prevention Initiative will rely upon to keep participants informed of our progress will be electronic and require computers with access to the Internet (email) and the World Wide Web (web page and Intranet site). This kind of electronic communication maximizes our flexibility and opportunity to share information with limited human and financial resources. Program staff working on the Youth Tobacco Prevention Initiative will need to have reliable and dependable Internet and web access in order to have access to information relevant to their work. If key Initiatives participants within your grant or coalition do not have access to electronic communication technologies, it is important that you work with them to identify their needs. If Initiative funds must be used to establish such access, please contact your grant manager to discuss that possibility.

A. Email Communication

Email allows quick inexpensive correspondence between Initiatives participants or from one to many. The Internet is an excellent tool for distributing timely information, but can easily turn into an overwhelming flow of information. As such we would like to suggest the following standard operating procedures for emailing.

1. Filling in the subject line before you send an email lets the receiver know what you are writing about, and it's a mini-sales pitch encouraging recipients to read your message before others.

2. Only send to the people who you think will benefit from your information. Using the resources available on the web site, participants could conceivably create address lists which send emails to all Initiative participants. Email becomes junk mail when it is indiscriminately distributed to long lists of people. Be discerning in the choices you make.
3. Be aware that different people have different software. From time-to-time, many of us may want to use email to send electronic documents to one another by attaching them to the email. Before doing that, it might help to find out if recipients can, using their software, open the file you have sent along. When possible, putting the text/content of a document directly into an email instead of attaching it as a file will help insure its readability. If you do send attachments, you may want to let recipients know what program it was written in.
4. Some email programs let you write in “HTML” or other formats that format emails similar to any word-processed document. Be sensitive to the fact that someone on the receiving other end may not be able to read documents because of their email reading program. Your attempts to “make it look good” may also make it unreadable.

5. **Initiative Email Resources**

- a. Cyber Assistance - Cyber Assistance is an important communication vehicle from the Minnesota Department of Health Tobacco Prevention and Control Section. Cyber Assistance shares tobacco control and endowment related news and updates with the tobacco prevention community every week. Additionally, it is used to remind Youth Tobacco Prevention Initiative and Tobacco Free Communities for Children project staff of impending deadlines and makes requests for information and proposals. As the Initiative progresses, the nature of Cyber Assistance will change with it, but for now if you are not on the Cyber Assistance distribution list, you probably should be.
 - 1) Does the program staff on your Youth Tobacco Prevention Initiative grant or coalition have access to Cyber Assistance?
 - 2) Who should be added to the list of people who get Cyber Assistance?
- b. Web Page Update/Emails - While the World Wide Web is a great way to make information available to a large audience, the difficulty is getting people to actually visit the web page. The web is essentially an on-line storage closet, but if people cannot find it, they do not get to the information in the closet. As such, look forward to some periodic emails that focus on news and information about the Initiative’s web page.

- c. Email Listservs/On-line Bulletin Boards - Listservs and on-line bulletin boards are one type of email discussion, where a sender writes an email to one address and, once sent, the message goes to all people who have “subscribed” to the list. Replies can also be sent to everyone on the list, creating an online discussion. At this point, what listservs and on-line bulletin boards exactly will be available is unknown and limitless. You will not be required to participate in listservs or on-line bulletin boards; however, you may well find the information on them be really helpful. For example, if you want to be kept abreast of secondhand smoke news and information in Minnesota you will have the opportunity to do that if you choose.
 - 1) What kind of list serves and/or bulletin boards would you like to see and will you participate in?

B. Web site (Internet and Intranet)

Perhaps the hub of Initiative communication, the web site will be a clearing house for Initiative updates, information, and resources. One key to having a useful web site is the planning and development. The web site is still in development but generally the following features are being developed.

1. **Initiative Forms and Documents** - As MDH develops written resources like reporting or technical assistance forms, the forms will be posted on the web site. Then if you misplace the paper copy or a revised one is available, you can simply go to the web site, download the material and print it off.
2. **Media Resources** - Look for a section that includes electronic versions of press releases and perhaps even links to press coverage of Initiative activities.
3. **Tobacco Prevention Resources** - The amount of information available on the world wide web can be overwhelming and no one can access it all, but look for a page where we try to link site visitors to some of the better sources of information and material on the web.
4. **On-line Technical Assistance** -While we will not actually have MDH grant managers hosting chats, the next best thing may be right around the corner. For each of the five Youth Tobacco Prevention Initiative focus areas (youth access, secondhand smoke, linking youth to cessation, school-based education programs, and the relationship of price to youth tobacco consumption), there will be a space set up for resources.
5. **Links to Other Initiative Pages** - Some other grants and organizations have or will be building their own web sites for the Initiative. Look for a page that has links that will move visitors along to those sites.

6. **Inter/Intranet Capacity** - While we are not completely certain what information will or will not be on the web page, the interactive features at a minimum will require some measure of security. For example, the web site will be developed to provide security through the use of password registrations. People will not need to be registered to get information from the web site, but they will have restricted access to the site and limited ability to alter content.
7. **Contact Information and Interactive Database** - With an Initiative this large, staff will change and contact information will change as well. As such, one feature of the web site will be access to contact information for all Initiative participants. Additionally, the database that provides the contact information will be updated through an interactive password-protected section.
8. **Calendar of Events** - One key to effective coordination is having a calendar of events that lets people know what's going on and points out potential schedule conflicts. The web site will contain a calendar of events that will, again, be able to be updated. Scheduling an event? Check the endowment calendar to make sure you are not in conflict with something else in the area and then schedule it onto the calendar yourself.
9. **Map of Grants and Grantees** - Look for a map showing where each Initiative grant has been awarded and a separate web page for each grant providing contact information, a summary of grant initiatives, recent updates, and any other grant specific information.
10. **Web Questions**
 - a. Do the program staff involved in your coalition or grant have access to the world wide web page and thus the information that will be available to Youth Tobacco Prevention Initiative partners? If not, what plans are in place to secure reasonable access?
 - b. Who will be responsible for updating the portions of the web site that are specific to your grant or coalition? How often will they periodically check in and update?
 - c. What kind of information will you provide to help develop web-based content?
 - d. What information will be provided in the interests of public accountability and not provided in the legitimate interests of personal privacy? Grantees may want to refrain from providing residential contact information for Initiative staff.

C. Newsletter Communication

While emails and web pages are an efficient way to share volumes of information, they lack the portability of more traditional printed communications. The benefit of printed materials, like newsletters, are that they can be filed away into a cabinet, put into a

folder or brief case, or simply carried to a colleague or coalition stakeholder. The downside of printed materials are that they are less cost effective, more time consuming, and inflexible once printed.

As such, we'll rely on one printed communication in the form of a quarterly newsletter. The newsletter will focus on presenting less time sensitive materials like success spotlights, people profiles, lessons learned, helpful hints and features on work of particular grants and grantees. The focus of the newsletter will be to record and document through stories and photos, the activities and history of the Youth Tobacco Prevention Initiative.

As you're working on projects and attending events remember that other Initiative partners may benefit from your experience, so take notes, perhaps some pictures, get names, and think of yourself as the eyes and ears for us all.

1. What kinds of materials and information do you anticipate your grant or coalition will contribute for the newsletter?
2. Do you anticipate any standard schedule by which you might make or offer contributions?

III. Communicating with Community Leaders and Public Officials: Government Relations Planning

III. Communicating with Community Leaders and Public Officials: Government Relations Planning

Communicating with public officials and policy makers is an important component of your overall communications plan. It is also a component that most program administrators and staff frequently overlook or avoid because of restrictions against lobbying. However, informing and educating policy makers regarding your program's activities and successes is both appropriate and encouraged. Public officials approve the funding for your programs and appreciate information that keeps them up-to-date on how the resources are being used. Additionally, keeping community leaders informed of your activities can make the community relations road much smoother.

As you plan to communicate with these important stakeholders, consider the following.

A. Determine Your Organization's Guidelines

Minnesota state employees and grantees are prohibited from lobbying while being paid by the state, but they are allowed to inform and educate decision makers. Each agency and nonprofit organization may have different guidelines for how employees can spend their work time to communicate with community leaders and public officials. You will need to determine what those guidelines are before you proceed in planning how and what you will communicate to them.

B. Identify the Key Community Leaders and Public Officials

1. Who has a stake in the success of your grant program at the State Legislature, County Board and/or City Council?
2. What past contact has your program had with this audience?
3. What perception does this audience have of your efforts?
4. Once you have answered these questions for yourself, you will have a better sense of your audience, your relationship with those people, and what they may or may not expect from your program. For instance, if your State Senator is a long time friend of tobacco prevention efforts, he or she will not need the same level of education as a new member of the State Legislature. However, the seasoned State Senator, or other community leaders, may want regular updates, so he or she knows that the funds allocated through the endowment are being used wisely.

C. Determine the Message That Will You Help Reach Your Objectives

As it is with the other components of this plan, communicating with community leaders and public officials is not the end goal. Informing and educating key stakeholders should be a means to the end, which is fulfilling the overall objectives of your grants.

For example, if one of the implementation activities of your grant is to facilitate the development of model local ordinances requiring tobacco free facilities, it will be important that you communicate with decision makers in order to reach this goal. Part of your communications plan should include how you will educate policy makers on the harms of secondhand smoke and/or the economic benefits of such policies. Also, you might think about informing them about other communities that have adopted similar ordinances. However, you must draw the line and not attempt to influence or lobby them to adopt a particular ordinance.

1. Which grant activities would be furthered by your communication with community leaders and public officials?
2. What information would you like to share with your audience?
3. Do these stakeholders need to be educated about other components of your grant?

D. Determine How Your Message Will Be Conveyed

1. Once you have determined your audience and the message that will help you accomplish the goals laid out in your grant work plan, you should now plan for **how you can best communicate that message**. Based on your implementation activities, you may have different messages to convey to different stakeholders. It is important to choose an appropriate messenger for each message.
2. **Who is your most credible and compelling messenger?** If your grant involves planning youth activities to change the social norms around tobacco use, the teenagers involved might be the best spokespeople for the program. What's the best situation for the message to be delivered? Would the information about the program be best delivered if the teens scheduled an appointment with a public official or if the teens invited them to a specific grant activity? Think about developing a packet of fact sheets or other educational material to leave after meetings. Finally, are there ways that you should anticipate following-up on a contact with key stakeholders to keep them in the loop?

3. **Possible Approaches to Communicating with Community Leaders and Public Officials.**

Below is a list of ways to communicate with community leaders and public officials. It is not exhaustive, and we would welcome any suggestions of other items. Also, the list is not an implication that you have to incorporate all of these items in your plan. It is just meant to help you brainstorm activities that will help you successfully communicate with this important audience. You may also look back on some of the community relations strategies discussed in *Communicating with the Public*, and find strategies that work well in combination.

- a. Send an introduction letter to your County Commissioner, or other community leader, along with a copy of an article from a local newspaper that recognizes your agency receiving the grant from MDH.
- b. Invite your public officials to a stakeholder meeting where you are discussing grant activities.
- c. Schedule a meeting with community leaders and public officials to inform them about endowment activities.
- d. Bring your youth organization to a meeting of the Tribal or City Council and give the teens an opportunity to testify at the meeting about their tobacco prevention and control activities.
- e. Plan a visit to the State Capitol and schedule a meeting with your State Representative.
- f. Develop a fact sheet or a regular update newsletter and mail it to community leaders and public officials.

E. Collaborate with Other Partners

It will be important that the messages you deliver are supportive and consistent with the messages being delivered by the partners in your grant. Are community leaders and public officials hearing the same things from schools, law enforcement agencies, and community health agencies? What about from other grants and coalitions? Make sure you keep these key players up-to-date on your communication with policy makers and ask that they do the same.

Finally, please keep MDH updated on your communications with key stakeholders and decision makers. It is important that we know what community leaders and public officials are hearing about MDH funded programs. It is also equally important that MDH know how they respond to your communication.

Mock Duck Anti-Tobacco Coalition: Communication Plan

Mock Duck Anti-Tobacco Coalition: Communication Plan

Lead Agency:

Mock Duck County Community Health Agency, 8 Ashburton Place, Duckville, MN, 55555.

Primary Contact:

Liz Walker, Mock Duck Health Agency, 8 Ashburton Place, Duckville, MN, 55555. ph: (763) 304-2005 fax: (763) 304-2105.

Coalition Partners:

Mock Duck Health Agency, Independent School District 30, Mock Duck County Sheriff's Dept.

Service Area:

Mock Duck, Bristol, Plymouth and Mashpee Counties

Grant Narrative:

The Mock Duck Anti-Tobacco Coalition is a coalition of four counties represented in the Mock Duck Community Health Agency, one sheriff's department, and one school district covering two of the four counties in the Mock Duck Community Health Agency (Mock Duck and Plymouth). The Mock Duck Anti-Tobacco Coalition will work in three primary areas of the Minnesota Youth Tobacco Prevention Initiative:

1. **Secondhand Smoke** - The Coalition plans to organize an advocacy campaign to encourage restaurants and bars to create full-time completely smoke free environments within their establishments.
2. **Encouraging Youth Development** - The coalition will work with Target Market to organize a regional youth summit, January 2001, directed at youth ages 12-17 within the four counties of our service area. We will provide logistical support and coordinate between the TM chapters that form in the area.
3. **School-based Programs** - Students within Independent School District 30 will receive tobacco resistance training (TNT curriculum) supplemented by in class presentations and demonstrations from Target Market Peer Educators.

I. Communicating with the Public

A. Media outlets that serve the Mock Duck Community Health Agency service area.

1. Newspaper:
 - a. The Duckville Beacon, published weekly serves the Mock Duck County Area
 - b. The Bristol Dispatch, published weekly serves Bristol County
 - c. The Mashpee Messenger, published weekly serves Mashpee County
 - d. The Plymouth Rock Record, published weekly serves Plymouth County
2. Radio:
 - a. KSLO, Standish, MN, Polka and Waltz format serving Plymouth and Bristol County
 - b. KWAK, Duckville, MN, Classic Rock format serving Plymouth, Bristol, Mashpee, and Mock Duck counties
 - c. WNOZ, Stoughton, MN, Country format, serves Mashpee County
 - d. KNWS, Duckville, MN, News and Public Affairs, serving Mock Duck, Bristol, and Plymouth counties.
3. Television:
 - a. KNBT- Duckville, MN, ABC Affiliate serving Mock Duck, Bristol, Mashpee & Plymouth counties

B. Media contact(s) for the Mock Duck Anti-Tobacco Coalition

1. Primary Media Contact:
 - a. Dick Albert, Mock Duck County Community Health Agency, 8 Ashburton Place, Duckville, MN 55555, ph: (763) 304-2005 fax: (763) 304-2106.
2. Additional Media Contacts:
 - a. Margaret Clapproad, Independent School District 30, 1224 Causway St., Duckville, MN 55555. Ph (763) 304-1984. fax: (763)304-1972
 - b. Ray Berry, Mashpee Health Consortium, 154 Chickopee Way, Wrentham, MN 55001, ph: (763)584-4539 fax: (763) 582-1050.

C. Community relations

1. After staffing for the Youth Tobacco Prevention Initiative is completed, we will hold a public forum entitled “The Tobacco Settlement in Our Community.” By holding it at night, we anticipate attendance of interested members of the public and will provide them with information of the Mock Duck Anti-Tobacco Coalition. We will post notices of the meeting in a number of community locations and media and use our formal and informal networks within the service area to turn out interested stakeholders. We think that we can get media coverage in, at least, the area newspapers because the tie into the Tobacco Settlement is of general interest and the idea of communities coming together to address tobacco is a good profile to

present. The meeting will also hopefully identify people who might be interested in helping to organize around the secondhand smoke issue.

2. We will engage in efforts to keep the public informed of our activity by:
 - a. Following our filing of quarterly reports we will hold quarterly forums, to update the network of stakeholders of our progress and inform them of upcoming events and activities.
 - b. Sending summaries of quarterly meetings to journalists who have shown an interest in the use of the endowments and or tobacco activity. We will also send summaries to stakeholders who request it.
 - c. Periodically updating information on a Mock Duck Anti-Tobacco Coalition web page that will be aimed primarily to providing information and networking for people interested in smoke-free environments.
 - d. Looking for media opportunities where news is pertinent to the activities of the Mock Duck Anti-Tobacco Coalition (looking for piggy-backed media).
3. Designated members of the Mock Duck Anti-Tobacco coalition will monitor the forementioned media outlets for discussion of their activities and/or the Youth Tobacco Prevention Endowments and will, when appropriate, consult with Minnesota Department of Health staff and/or other grantees about appropriate responses.

D. The role of media in grant programming

The Mock Duck Anti-Tobacco Coalition is working in three primary focus areas, 1) Secondhand Smoke, 2) Youth Development, and 3) School-based Programming.

1. **Secondhand Smoke** - Our focus will be creating an environment that is more impenetrable to smoke-free ordinances in the four county area. We propose to do that by initiating a campaign that encourages restauranteurs to go smoke-free and recognizing and rewarding those that voluntarily adopt such practices. We anticipate having recognition and “No Smoke-ins” at smoke-free restaurants. In addition to keeping the media informed of these activities we will also ask coalition members to write supportive letters-to-the-editor drawing attention to restaurants who have made the smoke-free decision. Through these efforts we hope to ‘normalize’ the decision to go smoke free and also generate evidence of positive business outcomes. Additionally, we will look for periodic opportunities to submit and generate articles on secondhand smoke harms.
2. **Youth Development** - The Mock Duck Anti-Tobacco Coalition will provide financial and logistical support for TM chapters in the area so that they can advertise a four county youth summit on tobacco with the hopes of increasing attendance at the summit. In addition, part of the logistical support we plan to offer TM will be to write and distribute press advisories of upcoming events and summits, as well as follow-up news releases. By so doing we hope to do the leg work that will hook up local media with active youth thereby spreading to a larger audience the message of youth empowerment and action to counter industry manipulation.

3. **School-based Programming** - Beyond public relations concerns, the media may not play a huge role in this portion of grant programming. Students, by virtue of their enrollment, will be a captive audience for the anti-smoking curriculum that we will offer. However, as these efforts integrate with TM's peer training and inter-age curriculum, we may find ourselves pitching media on the notion of students teaching each other about tobacco.

II. Communicating with Each Other

A. Youth Tobacco Prevention Initiative program staff access to Cyber Assistance

Currently, all program staff have access, either through fax or email, to Cyber Assistance. Some have that access by having it forwarded to them, and we will have them subscribe to this wonderful publication. As new staff come on to the project we will make that subscription part of their orientation. All staff on the Youth Tobacco Prevention Initiative will be responsible to read Cyber Assistance.

B. Youth Tobacco Prevention Initiative program staff Internet and web access

Program staff in the Mock Duck County Community Health Agency, Mashpee County, Bristol County, ISD 30 and the Mock Duck County Sheriff's Department all have full Internet and web access on their individual machines. Plymouth County, however, does not have either Internet or web access. At this time, information forwarded electronically is sent to program staff in the Mashpee County office at the discretion of Liz Walker, the project manager. While this system seems to have been adequate thus far, staff will need more immediate, timely, and full access to information. Plymouth County has already applied to the Progressive Technology Project for funding to purchase Internet ready computers and establish and maintain electronic access. Should that grant not be awarded, we will work with our MDH grant manager to insure electronic access for program staff in Mashpee County within two months of this plan's approval.

C. Updating web-based information (databases, calendars, etc.)

Ray Berry, Mashpee County Public Health, has been designated as the responsible party to insure that our web information is correct. Ray will be working on the Mock Duck Anti-Tobacco Coalition's web page and check every two weeks to make sure the present information is correct and to correct in as needed. While specific program staff will be asked to update the calendar and database, Ray will also have the correct information so that he can confirm it's been done.

D. Submitting content for the web and/or newsletters

1. All press releases and summaries of events sent to the local press will be forwarded to Bonnie Meyer at the Minnesota Institute of Public Health for possible inclusion as part of web and/or newsletter content.
2. The Mock Duck Anti-Tobacco Coalition will share a one page summary of our grant work plan with Bonnie Meyer by February 1, 2001.
3. Following each major Mock Duck Anti-Tobacco Coalition event (youth summit, No Smoke-in, etc.) Ray Berry will contact Bonnie Meyer with information from which she may develop content.

III. Communicating with key community leaders.

A. Policy on communicating with public officials - The Mock Duck Community Health Agency does not specifically encourage or discourage lobbying, but generally follows these guidelines.

1. We have a mission to inform and educate the public, which includes appointed and elected officials, in an ongoing manner about public health issues in general as well as projects and initiatives of the agency.
2. Communication regarding specific legislation or county measures should be done through the Mock Duck County Community Health Agency Director.
3. The Local Public Health Association, of which the Mock Duck County Community Health Agency is a member, will provide leadership and direction for communication with state level policy makers regarding specific legislative measures.
4. Regardless of government level it is inappropriate for Mock Duck County Community Health Agency staff to lobby elected and appointed officials in matters where there is a conflict of interest and/or the agency or individual has a financial interest.
5. Mock Duck County Community Health Agency staff cannot use county time and resources to lobby the board of county commissioners in any of the four counties we represent; however when asked for information it is appropriate and encouraged that it be provided in a timely manner.

B. Key community leaders and decision makers

1. Two State Senators:
 - a. Sen. Jane Barrett (D-Duckville) SD26 serves Mock Duck, Mashpee & Bristol Counties
 - b. Sen. Pat Davis (R-Brockton) SD27 serving Bristol County

2. Three State Representatives:
 - a. Rep. Tim Fox (D- Paddington) HD26A serves Mock Duck County and some of Mashpee County
 - b. Rep. Marilyn Trone (R- Landville) HD26B serving Bristol County and some of Mashpee County
 - c. Rep Pam Stewart (R-Park Bend) HD27A serving Bristol & Wagner Counties.
3. Other Notes:
 - a. Sen. Davis is on the Health and Human Services Committee and has been generally supportive of our efforts both in the past and with regard to the use of tobacco endowment money.
 - b. Rep. Fox is on the House Human Services Committee and he has also been supportive in the past. That fortunately offsets Rep. Trone's out spoken skepticism about the tobacco settlement and tobacco prevention efforts in general.
 - c. We also have a Mock Duck County Community Health Commission. The eight members are comprised of two from each County Board of Commissioners and one, Leigh Southers, represents the Mock Duck County Community Health Agency on the State Community Health Service Advisory Committee.
 - d. We have an interest in identifying the full county board of commissioners as well as city councils within our four county area as important decision makers.

C. How would keeping these public officials informed complement the work of your grant or coalition?

1. Legislators and the Mock Duck County Community Health Board are important in large part because they participate in the two organizations that have funded and signed-off on our programming. They have a clear interest in understanding the results of their action and in making decisions about ongoing funding. We are accountable to these two groups and good communication will facilitate that accountability.
2. The Mock Duck County Community Health Board and the four County Boards are important audiences for us not only because of their role in making our programming possible, but in the field of day-to-day work these people can facilitate our efforts or make them more difficult. Additionally, the "rumor mill" is always active and our communication with this group can help to separate fact from fiction on this oft politicized issue.
3. Finally, city councils are an important audience in terms of our secondhand smoke efforts. The goal of our working with restaurants and bars on voluntary smoke-free environments is to normalize the practice and create a context where local ordinances are possible. As such it will be important that we be informing council members of the on going economic and health consequences of these choices.

D. Shareholder contacts & vehicles - Dick Morris, Mock Duck County Government Relations, will be working very closely with our program staff to keep the lines of

communication open between the previously mentioned decision makers and the Mock Duck Anti-Tobacco Coalition. Dick has a deep background in Government Relations, will continue informal communications with these key stakeholders, and advise us on more formal communication networks and strategies. We plan to:

1. Invite key decision making stakeholders to the community forums mentioned early on in this communication plan.
2. Send a quarterly letter to each key stakeholder summarizing our activities and successes over the previous quarter.
3. Work with LPHA to get information about our efforts into whatever materials they distribute to legislators.
4. Attend local “community meetings” held by the state legislators mentioned above.