



## COMMUNICATION PLAN FOR ASTDD YEAR AT A GLANCE

**INSTRUCTIONS:** This is a summary of all communication goals for a year based on the individual goal-specific plans.

Goal	Target Audience(s)	Objectives	Key Messages	Planned Activities and Timelines	Evaluation Methods and Measures	Lead Responsibility	Budget/ Resources (Hours devoted by individual ASTDD consultants are not necessarily included)	Progress P = in progress C = completed B= barrier is delaying
<p><b>Post an ASTDD Weekly Digest to the ASTDD all member listserv and the ASTDD Partner email distribution list every Monday.</b></p>	<p>ASTDD members, associate members, and national/federal partners.</p>	<p>Disseminate information about new members and associate members, new ASTDD resources, upcoming and archived ASTDD webcasts and information from other organizations that is relevant to State Oral Health Programs (SOHP) in a timely and efficient manner.</p>	<p>The number of ASTDD associate members continues to grow.</p> <p>The ASTDD website, committees, and consultants are the go-to source for information of importance to SOHPs.</p> <p>Information from organizations other than ASTDD that is important to SOHPs is available in the</p>	<p>Compile information for inclusion in the next ASTDD Weekly Digest throughout the week.</p> <p>Post the Digest on Monday.</p>	<p>Annual survey or specific communication surveys</p>	<p>Christine Wood</p>	<p>ED salary, Internet charges</p>	<p>P</p>

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			ASTDD Weekly Digest.					
<b>Publish 3 issues of <i>Oral Health Matters</i> annually</b>	ASTDD members, associate members, and national/federal partners	<p>Provide the ASTDD president and executive director with an opportunity to share important messages.</p> <p>Communicate information about t ASTDD committee activities.</p> <p>Highlight an ASTDD member (SOHP), associate member, consultant, and national/federal partner in each issue.</p> <p>Highlight ASTDD and other resources, meetings attended, and survey results.</p>	ASTDD members, associate members, consultants, committees, SOHPs and national/federal partners are doing important work.	<p>Identify deadlines for submission of articles.</p> <p>Identify and contact state, associate member, consultant, and partner that will be highlighted in each issue.</p> <p>Individuals write and submit articles.</p> <p>Collect articles and send to editorial workgroup for editing.</p> <p>Send content to Henry Schein for formatting.</p> <p>Review PDF for final edits.</p> <p>Post on ASTDD website.</p> <p>Send announcement to all member listserv and partners email distribution list.</p>	Annual survey or specific communication surveys	Lynn Bethel, Editorial workgroup	\$1,000	P

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<b>Evaluate content, organization, and utilization of the ASTDD website on a monthly basis</b>	ASTDD members, associate members, national/federal partners and others	Ensure information on the website is up-to-date, easy to find, logically organized, and relevant to the work of SOHPs and others.	The ASTDD website has information SOHPs need to be successful. Professionals in other settings will also find the information useful.	Post links to new ASTDD and other resources on appropriate webpages.  Consultants review webpages relevant to their committee or subject matter expertise quarterly for updates.  Webmaster, ED and cooperative agreement manager review website regularly.	Webmaster quarterly and year-end reports of Google Analytics and document/webpage tracking forms,  Annual survey or specific communication surveys	Webmaster, ED, 6 <sup>th</sup> Street Website Design, cooperative agreement manager, consultants.	\$35,000,	P
<b>Post a new message on the ASTDD Facebook page and Twitter account at least once a week</b>	Dental public health community and others	Use social media to share information about ASTDD and SOHPs.	ASTDD is a trusted source for evidence-based information and resources.	Identify current topics of interest and post messages.	social media surveys	Lynn Bethel	\$500	P
<b>Maintain state dental director, all member, associate member, committee and special interest</b>	Members, Associate Members, committee, and special interest groups	Offer venue for timely electronic communication.	The ASTDD listservs are an efficient and effective way to communicate.	Enroll new members, associate members, committee members, and others in appropriate listservs..	Quarterly reports of listserv membership and use. Annual survey or specific communication surveys	Dean Perkins.	\$200, webmaster and ED time.	P

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group listservs								
<b>Conduct at least one ASTDD webcast a month</b>	ASTDD members and associate members, or other groups if partnering with another national org.	Disseminate information on new resources and topics determined to be priorities.	ASTDD consultants and committees have information of value to SOHPs and others.	<p>Consultants/committees identify speakers for webcasts to create slides and polling questions if used.</p> <p>Schedule webcasts 6 weeks ahead of time.</p> <p>Send Outlook meeting invitation to appropriate listserv.</p> <p>Schedule walkthrough at least two days before webcast.</p> <p>Host webcast.</p> <p>Complete post webcast report and share with moderator, speakers, and Cooperative agreement manager.</p>	Webcast evaluation questions, post webcast reports, annual survey.	Christine Wood; webcast facilitator	\$1,500	P
<b>Publish an ASTDD Annual Report</b>	The Dental Public Health Community	Disseminate information about key ASTDD accomplishments to members, partners and others.	ASTDD, in collaboration with partners, is the primary source of TA support and	<p>In January, review consultant reports for the previous year and summarize information.</p> <p>Draft report.</p>	# disseminated, website hits, annual survey or special communication surveys.	Bev Isman, Anunci Creative Group	\$5,000	P

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			resources for SOHPs.	Share with consultants and BOD for input.  Send to Anunci for formatting, printing and shipping.  Post on website.  Disseminate at annual business meeting, at partner meetings, and at exhibit booth.				
<b>Create materials for and secure volunteers to staff an ASTDD exhibit booth at the NOHC</b>	NOHC attendees	Increase awareness of ASTDD resources.	ASTDD produces many resources for SOHPs that are useful to the DPH community at large.	In February, issue a call for volunteers.  In February inventory existing printed materials to update as needed and print additional as required.  2 weeks before the NOHC, ship to conference site.	Number and type of items left after conference and survey of volunteers.	Bev Isman, Christine Wood	\$1,000	P
<b>Create materials for and identify a volunteer to facilitate an ASTDD roundtable during the</b>	NOHC attendees	Increase awareness of ASTDD as an organization and of ASTDD resources, consultants and committees.	ASTDD, in collaboration with partners, is the primary source of TA support and resources for SOHPs.	Identify a table facilitator. Facilitator submits abstract.  One month before the NOHC, identify materials to share	Session feedback form; email to ED is need follow up discussion.	Bev Isman, ASTDD roundtable facilitator	\$500	P

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<b>National Organizations roundtable session at the NOHC</b>				<p>during the roundtable and arrange for printing.</p> <p>Two weeks before, ship materials to NOHC location.</p> <p>Facilitator completes session feedback form and submits to session coordinator. Sends email to ED if issues arose that require follow up.</p>				
<b>Post information about ASTDD archived webcasts and ASTDD documents to other listservs</b>	Non-ASTDD members	Increase awareness of ASTDD as an organization and of ASTDD resources, consultants and committees by posting to other organizations listservs.	ASTDD resources are useful to other professionals and groups.	Select items and post to other organizations listservs at least twice a month.	list of items posted.  Webmaster quarterly reports and Google Analytics reports of website traffic	ED, webmaster	ED time.	P

## DEFINITIONS

**GOAL:** A brief sentence about the overall health improvement you strive to create.

**TARGET AUDIENCE(S):** The audience(s) selected for program messages and materials. The primary intended audience consists of those individuals the program is designed to affect. The secondary audience is the group (or groups) that can help reach or influence the primary audience. Conduct or review research about the audiences through literature reviews, key informant interviews, surveys and other means.

Related concept: Audience Segmentation. Subdividing an overall population into homogeneous subsets in order to better describe and understand a group, predict behavior and tailor messages and programs to match specific interests, needs or other group characteristics. Segments may be demographic, (e.g., lifestyle, use patterns, risk factors, values and beliefs, benefits sought) or based on a combination of these factors.

**OBJECTIVES:** The specific outcomes you expect exposure to your communications will produce in support of the program's overall goal. A should be Specific, Measurable, Achievable, Relevant and Time Bound (SMART).

**KEY MESSAGES:** These are brief statements directly tied to goals and objectives, sometimes accompanied by visuals, that present key aspects of the communication strategy (e.g., action to be taken, benefits promised in exchange, support for the benefit) to the intended audience(s). Message concepts often differ in terms of the type of appeal used, e.g., factual, emotional, demonstrating the action to be taken. Consider characteristics of the intended audience such as the health literacy, values and beliefs and cultural attributes.

**PLANNED ACTIVITIES AND TIMELINES:** The methods and steps proposed to implement the communication strategy. These might include media briefing and/or kickoff event, distributing promotional materials at health clinics, release of report and posting on website, presentation and conference, etc. Multiple, integrated strategies are most effective. With respect to timelines, estimate when you will start and end the activities. Make sure your timelines are realistic. Timelines should be clear and renegotiated as needed.

**EVALUATION METHODS AND MEASURES:** The overall approach, methods and measures used to assess the extent to which a program achieved its objectives. They should address questions such as the following: What should the members of the intended audience think, feel or do as a result of the communication strategy, in comparison to what they thought, felt or did before (at baseline)? How has their oral health status improved? What were some of the variables that interfered with success? Were there any unintended benefits or effects? Measures and method should be realistic.

**LEAD RESPONSIBILITY:** Individuals or programs responsible for each aspect of the plan; this includes outside partners.

**BUDGET /RESOURCES:** An estimate of what each step may cost in terms of materials and staff or consultant time. Determine in-kind contributions. Develop options depending on resource level/limitations. Determine if additional resources are needed and how they will be acquired, e.g., grants, donations, cost-sharing with partners.

**PROGRESS NOTES:** Indicate overall status at a specific point in time where P= in progress, C= completed and B= barriers are causing delays.