

Healthy Together

Media Outreach

From our SHIP 4 Communications Plan:

In SHIP 3 we thought we would prepare success stories and news releases regularly. Unfortunately, we experienced some challenges with staffing and did not have the amount of time for those activities we initially thought we would. Usually media contact took the back burner as we worked hard to implement strategies. For Year 1 of SHIP 4, we've hired a communications consultant to prepare media releases for us. We will have regular conference calls to share newsworthy activities, and hope to have articles published regularly in our small town newspapers to achieve community awareness of our Healthy Together project and SHIP efforts.

In SHIP 3, it took a considerable amount of time to get our Facebook page up and running as we are actually unable to access the site at work. PT was allowed access to Facebook and started developing the page in Spring of 2015. Facebook page updating is another activity that often gets pushed aside when we are busy. Our communications consultant will help us make our social media efforts more impactful.

Our Communications Consultant is also building our team's capacity by working with us on overall communications planning. She has developed a Media Contact List for us, outlining each paper, who to contact, how they like to be contacted, and what day the paper goes to print.