Healthiest County 2015: La Crosse

A Communication Toolkit

Making the Healthy Choice Together

www.lacrosseconsortium.org
Acknowledgments

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Graduate Advisory Committee Chair:
Gary Gilmore, MPH, Ph.D., CHES

Graduate Advisory Committee Members:
Betty Jorgenson
Catherine Kolkmeier
Doug Mormann
Joanne Sandvick
Susan Schuyler

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Population Health Committee:
Debra A. Daehn-Zellmer
Dan Duquette
Lori Freit-Hammes
Betty Jorgenson
Cindy Kartman
Catherine Kolkmeier
Doug Mormann
Brenda Rooney
Joanne Sandvick
Paula Siha
Sarah Spah

Communication Committee:
Beth Burgos
Catherine Kolkmeier
Julie Lemon
Brad Quarberg
Janelle Roghair
Joanne Sandvick

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I would like to acknowledge the very special community of La Crosse for their tireless work in helping make this place a great place to live, without which I may not have chosen a career focus in public health. I have been welcomed with open arms by the people of this fine city and for that I am forever grateful. I owe a great debt of gratitude to all who have dedicated their lives and passions to helping make La Crosse a healthy city. Your work has made a difference in my life and has not gone unnoticed or unappreciated.
Preface

"La Crosse... with electric lighted streets, and with blocks of buildings which are stately enough, and also architecturally fine enough, to command respect in any city. It is a choice town."
— Mark Twain, Life on the Mississippi

Dear Friends and Colleagues,

This communication toolkit was created with the thought in mind that where we live matters. Our communities, environment, workplaces, homes, social circles, identities, the very fabric of our lives, are tied to the place we live. Studies have shown that where we live has as much impact on our health as health care and genetics. Our personal and community health, then, is truly a reflection of our communities.

The focus of this year’s Health Summit is about how we inform our communities about health. We have selected a tagline that will help in our communication efforts going forward: “Healthiest County 2015: La Crosse—Making the Healthy Choice Together.” The emphasis on making healthy choices together is important because we cannot be our healthiest selves without the help of others.

The tagline, “making the healthy choice together,” is symbolic of a healthy choice that over 114,000 of us in La Crosse County have already made—the choice to live right here. For many, it wasn’t the reason they decided to live in this area but it was the moment they decided to stay that has become a distinct memory and pivotal point in their lives. Do you remember the moment you decided to stay? Whether you realize it or not, your decision to stay was perhaps one of the healthiest choices you will ever make in your life. The reasons that bring people: jobs, significant others, family, school, growing up here, are all very significant factors in their decisions, but it is a feeling that convinces them to stay. I believe it is the high level quality of life, the beauty, the people, this very place, that contributes to the feeling of knowing that indeed, this is the right place for me.

The task of helping make our communities healthier has been made easier because of the people who have come before us. The beginnings of the La Crosse area are rooted in healthy choices. The very name “La Crosse” comes from a Native American recreational game! Together, generations before us have built the place you and I live today, layer by layer, creating the foundation for healthy communities with their choices. We too have a responsibility to ensure the choices we make personally and professionally contribute to the layers of a healthy, vibrant community for generations to come.

The exciting challenge for each and every one of us is to communicate why our communities make a difference in our health; to communicate that when organizations, businesses, schools, families, and individuals make the healthy choice a priority, we all benefit because our communities become healthier; to communicate that when we make healthy choices together we can do more and be more. La Crosse County is an area like none other and we have much to be proud of. Let’s not be shy about spreading the word that the place we live is great and will only get better with every healthy choice we make.

Sincerely,

Amanda L. Nogle, MPH candidate
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Communication Leads to Change

**Communication is powerful!**

As you work through the toolkit think about these things:
- Aligning partner messages is important in creating awareness of the *Healthiest County 2015: La Crosse* plan
- Consistency is key
- Small can be big
- Utilize resources available in our communities
- Effective communication requires planning before the message is ever sent

With effective communication a person can:

- Be exposed to the message
- Understand
- Change an attitude
- Make a decision
- Perform an action
- Maintain the action indefinitely

(modified from Hierarchy of Effects Model 1, 2)

Every message has (3):

**Content**

- Basic information being presented.

**Relationship**

- The feelings communicators express through the message.

*Think about …*  
*What is your message?*
Communication Pathways

What’s Our Goal?
To effectively align Healthiest County 2015: La Crosse communication efforts across community partners.

How do we get there?
1. Step out of silos and find connections with other partners and projects
2. Increase awareness of Healthiest County 2015: La Crosse by communicating more frequently
3. Encourage partners to include Healthiest County 2015: La Crosse efforts in their respective organizational communication strategies
4. Incorporate the tagline “Making the Healthy Choice Together” into various messages
5. Connect partner work back to Healthiest County 2015: La Crosse when creating messages
6. Collect and compile all media impressions
7. Identify several spokespeople who can tell their stories on the impact they have experienced from a Healthiest County 2015: La Crosse initiative

Four Pathways of Communication
1. Keeping partners engaged
   LMHSC website
   Health Summit (annual)
   Annual meeting with LMHSC Population Health Committee members

2. Engaging businesses (both small and large)
   LMHSC website
   Employer Toolkit
   Work Wellness Application
   Meet with Business Leaders (Rotary, Chamber, etc.)

3. Educating the public
   LMHSC website
   Be proactive in identifying news stories

4. Aligning partner communications with the plan
   LMHSC website
   Communication Toolkit
   Use tagline “Making the Healthy Choice Together”
   Connect organizational work back to the Healthiest County 2015: La Crosse plan

“Human communication... We gather information from the messages available to us and interpret these messages to create satisfying meanings to help us cope effectively with the world around us.”
— Gary Kreps & Barbara Thornton (3)

Think about …
What other partners can be connected to your coalitions/groups?

Think about …
Ways to incorporate the Healthiest County 2015: La Crosse plan in the current communication plan your organization has already developed.
Get to Know La Crosse County

The following data for La Crosse County is from the U.S. Census Bureau, 2009 (4)

**Population**

**Total population: 114,000**
- 58,000 (51%) females
- 56,000 (49%) males

**Median age: 34.3 years**
- Aged 18 and under: 21%
- Aged 65+: 13%

**The Age Distribution of People in La Crosse County, Wisconsin in 2009**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>under 18</td>
<td>21%</td>
</tr>
<tr>
<td>18 to 24</td>
<td>18%</td>
</tr>
<tr>
<td>25 to 44</td>
<td>24%</td>
</tr>
<tr>
<td>45 to 64</td>
<td>25%</td>
</tr>
<tr>
<td>65 and over</td>
<td>13%</td>
</tr>
</tbody>
</table>
Think about …
How does your target audience prefer to receive information? Social media? TV and newspaper?

Think about …
Have you thought of advertising in laundromats?

Think about …
A newsletter sent to an elderly donor may need larger print.

Types of Households

- **Households:** 45,000
- **Average household size:** 2.4 people
- **Family households:** 60%
- **Non-family households:** 40%
- **Married couples:** 47%
- **Other Families:** 13%

**Home Ownership vs. Rental**
- Median monthly mortgage cost: $1,274
- Median monthly non-mortgage cost: $442
- Median monthly renters cost: $681

**Occupants with a Housing Cost Burden in La Crosse County, Wisconsin in 2009**

- **Owners with mortgage:** 29%
- **Owners with no mortgage:** 14%
- **Renters:** 48%

**Percentage of La Crosse County population living with a disability:**

- **Aged 5-15:** 4%
- **Aged 16-64:** 8%
- **Aged 65+:** 30%
Think about ...

Average commute time: 18.8 minutes.

How many impressions could be made during this time?

Income

Household Median Income: $50,445
- Households receiving Social Security: 28%
- Average income from Social Security: $15,755

Household Median Income: $50,445

Poverty Rates
- Living in poverty: 13%
- Related children under 18 below poverty level: 14%
- People 65+ below poverty level: 7%
- Families below poverty level: 6%

Single female head of household families below poverty level: 23%

Poverty Rates in La Crosse County, Wisconsin in 2009

Age 65 and over: 7%
Related children under 18 years: 14%
All families: 6%
Female head of household families: 23%

Work Commute

- 79% Commute alone
- 8% Carpoled
- 3% Other
- 4% Work from home
- 2% Public Transportation
The Educational Attainment of People in La Crosse County, Wisconsin in 2009

- Aged 25+ high school diploma: 94%
- Aged 25+ bachelor’s degree or higher: 28%
- No high school diploma: 6%

**Think about ...**
Education is the number one predictor of health status.

School Enrollment

Post and Secondary School Enrollment 2009:
Population 3 years and older enrolled in school: 32,350 children

- College or graduate school: 14,060
  
  43.5%

- Elementary School (grades 1-8): 9,182
  
  28.4%

- Nursery school, preschool: 1,438
  
  4.4%

- High School (grades 9-12): 5,656
  
  17.5%

- Kindergarten: 2,014
  
  6.2%
Getting Your Message Out

Think about …
Ways your interpersonal communication could contribute to the goal of the Healthiest County 2015: La Crosse plan.

Think about …
Being strategic in your personal communication by bringing up a topic after it has been presented by the news media.

Communication Continuum

Advising and Promotional Media   News Media   *Organizational Media   Interpersonal Communication

Least Persuasive   Highest Audience Reach

Most Persuasive   Lowest Audience Reach

*newsletters, e-mail, website

Interpersonal Communication

1. Effective personal communication can have a large impact
2. Body language, tone of voice and other non-verbals relay stronger messages
3. Reaches the smallest number of people but is the most persuasive
4. Provides immediate feedback and the opportunity to modify the message

Examples:
- E-mail signature
- Conversation with co-worker
- Announcements to your volunteer groups of what is happening
- Conversations with your friends and family
- Personal social media: Facebook/Twitter/blogs
- Non-verbal communication – be the example, lead by example

How can you make an effort to continue to grow your relationship with local news media representatives to further enhance the frequency and depth of news stories about your role in the Healthiest County 2015: La Crosse plan?
News Media

“The press may not be successful much of the time in telling people what to think, but it is stunningly successful much of the time in telling people what to think about.”

— Bernard Cohen, 1963

News can be (6,7,8):
- New
- Relevant to the audience
- Timely and perishable
- Controversial
- Local
- A breakthrough
- Human interest—stories
- Prominent
- Ironic

Types of News Media and Means of Communicating (6,8)

<table>
<thead>
<tr>
<th>Medium</th>
<th>Means of Communicating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>news broadcasts, news programs, health programs, talk shows, editorials, public service announcements</td>
</tr>
<tr>
<td>Radio</td>
<td>news broadcasts, news programs, health programs, editorials, talk shows, public service announcements</td>
</tr>
<tr>
<td>Newspapers (print)</td>
<td>feature stories (front page), health section stories, editorials, op-ed articles, letters to the editor, sports, business, or arts stories</td>
</tr>
<tr>
<td>Magazines (print) and Websites</td>
<td>feature stories, health/lifestyle stories, editorials, photos, top news items, cross linking with partners</td>
</tr>
</tbody>
</table>

Think about …
Informing your coalition/board/volunteers of what’s happening when an applicable editorial is about to be featured in the newspaper — encourage them to watch for it!
Opportunities to Make Impressions

Television
Impression = 1 person, adults ages 18+

WKBT News Channel 8:

<table>
<thead>
<tr>
<th>Time</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. '09</td>
<td>21,162</td>
</tr>
<tr>
<td>Feb. '10</td>
<td>18,823</td>
</tr>
<tr>
<td>May '10</td>
<td>12,872</td>
</tr>
<tr>
<td>July '10</td>
<td>17,220</td>
</tr>
<tr>
<td>Avg.</td>
<td>17,519</td>
</tr>
</tbody>
</table>

WKOW News Channel 19:

<table>
<thead>
<tr>
<th>Time</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>July '09</td>
<td>11,000</td>
</tr>
<tr>
<td>Nov. '09</td>
<td>19,000</td>
</tr>
<tr>
<td>Feb. '10</td>
<td>17,000</td>
</tr>
<tr>
<td>May '10</td>
<td>13,000</td>
</tr>
<tr>
<td>Avg.</td>
<td>15,000</td>
</tr>
</tbody>
</table>

Radio:
People who listen to radio are:
- Older
- Educated
- Commuters
- A captive audience
- Passive listeners
- Hearing more repetitions

Think about …
Many La Crosse County residents commute to work 18 minutes on average.
Newspapers:

La Crosse Tribune Distribution

<table>
<thead>
<tr>
<th>Circulation:</th>
<th>Percentage of circulation home delivered:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily (Mon-Fri. average): 31,810 copies</td>
<td>Daily: 78%</td>
</tr>
<tr>
<td>Saturday: 38,223 copies</td>
<td>Saturday: 80%</td>
</tr>
<tr>
<td>Sunday: 40,626 copies</td>
<td>Sunday: 75%</td>
</tr>
</tbody>
</table>

Letters to the Editor
Share facts that haven’t made the news
Advocate causes
Correct misinformation

Guest Editorials – Op-Eds.
Ability to have a longer letter
Viewed with more credibility
Location of column

“Never forget if you don’t hit a newspaper reader between the eyes with your first sentence, there is no need of writing a second one.”

– Arthur Brisbane, c1900

Recommendations for Improving Written Communication (9,10)

<table>
<thead>
<tr>
<th>Content</th>
<th>Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>No more than three or four main points</td>
<td>Use “plain English” and avoid jargon</td>
</tr>
<tr>
<td>Repeat main points</td>
<td>Use active voice (verbs)</td>
</tr>
<tr>
<td>Develop an interesting point of entry</td>
<td>Use appropriate tone</td>
</tr>
<tr>
<td>Provide examples and use analogies</td>
<td>Keep sentences and paragraphs short</td>
</tr>
<tr>
<td>Explain complex terms and relationships</td>
<td>Consider adding graphics</td>
</tr>
<tr>
<td>Minimize use of numbers</td>
<td>Use attractive layout and design</td>
</tr>
<tr>
<td>Acknowledge health misconceptions and opposition arguments</td>
<td></td>
</tr>
<tr>
<td>Use culturally appropriate language</td>
<td></td>
</tr>
<tr>
<td>Assess literacy levels—should be 6th grade level</td>
<td></td>
</tr>
<tr>
<td>Consider tailoring the message to match audience needs</td>
<td></td>
</tr>
</tbody>
</table>

Magazines:

Our local magazines are a great way to share stories about local people. These mediums are incredible assets to our community.

Distribution numbers per magazine issue for:
- La Crosse Magazine – 10,000
- Coulee Region Women – 15,000
- Coulee Parenting Connection – 11,000

All are published six times per year

We can be state’s healthiest county

Think about …

Readership is changing.
Online viewership is increasing.

Young – get their information online
Others – radio, television
The Game Plan

Packaging communication tactics will help you determine the best way to present and conduct your plan to your audience. Like a menu, you can determine what selections will pair best together.

What is your goal?
________________________________________________________________________________________
________________________________________________________________________________________

Packaging by Tactical Category\(^{(5)}\): List each tactic and indicate the relevant audience and objectives.

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Interpersonal</th>
<th>Organizational Media*</th>
<th>News Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interpersonal</td>
<td>Personal Conversations, Social Media, Volunteer Boards/Groups, Role Modeling</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organizational Media</td>
<td>Newsletters/Brochures, e-mails, Social Media, Website</td>
<td></td>
<td></td>
</tr>
<tr>
<td>News Media</td>
<td>Radio, Television, Magazine, Newspaper</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

What is your goal?
________________________________________________________________________________________
________________________________________________________________________________________

Packaging by Audience\(^{(6)}\): Outline key audiences and consider goals and objectives; use if plan centers on differences among several audiences (i.e. clients, employees, community). Sometimes the best way to present the same information is different for different audiences.

<table>
<thead>
<tr>
<th>Audience</th>
<th>Interpersonal Communication</th>
<th>Organizational Media*</th>
<th>News Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Relationship</td>
<td>Conversation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Client</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employees</td>
<td></td>
<td>Newsletter</td>
<td></td>
</tr>
<tr>
<td>Community</td>
<td></td>
<td>Social Media</td>
<td>Newspaper</td>
</tr>
</tbody>
</table>

*newsletters, e-mail, website
Use this page as a worksheet for pairing your tactics and audiences.

What is your goal?
________________________________________________________________________________________
________________________________________________________________________________________
### Think about …

Are you taking advantage of community events as a way to leverage communication opportunities in our county?

See pages 26-28 additional for more information on national awareness months.

---

**Time Your Communication**

“Timing can be critical in creating interest for an issue or in providing information when the audience’s interest is piqued. It can be helpful to communicate information on a topic if it is already receiving a lot of attention… because of heightened awareness.”

— C. Parvanta, E. Maibach, E. Arkin, D. E. Nelson, & J. Woodward (2)

<table>
<thead>
<tr>
<th>2011-2012</th>
<th>Calendar</th>
<th>Considerations</th>
<th>Tactics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>March</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April</td>
<td></td>
<td>Public Health Week</td>
<td>Example: News channel coverage about community gardens</td>
</tr>
<tr>
<td>May</td>
<td></td>
<td>Fitness Festival</td>
<td>Example: Booth at Fitness Festival displaying produce and information about community gardens</td>
</tr>
<tr>
<td>June</td>
<td></td>
<td>State Track Meet</td>
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<tr>
<td></td>
<td></td>
<td>School Ends</td>
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<tr>
<td></td>
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<td>West Salem June Dairy Days</td>
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</tr>
<tr>
<td>July</td>
<td></td>
<td>Riverfest</td>
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<td>August</td>
<td></td>
<td>Holmen Korn Fest</td>
<td></td>
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<tr>
<td>September</td>
<td></td>
<td>School Starts</td>
<td></td>
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<td></td>
<td></td>
<td>Oktoberfest</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Fruit and Vegetable Month</td>
<td>Example: Editorial about successful farm to school initiatives highlighting fruit and vegetables</td>
</tr>
<tr>
<td>October</td>
<td></td>
<td>Oktoberfest</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td></td>
<td>UW-L Turkey Trot</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td></td>
<td>Rotary Lights Fun Run</td>
<td></td>
</tr>
<tr>
<td>January</td>
<td></td>
<td>New Year</td>
<td></td>
</tr>
<tr>
<td>February</td>
<td></td>
<td>Winter RECFest</td>
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### 2012-2013

<table>
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<tr>
<th>Calendar</th>
<th>Consideration</th>
<th>Tactics</th>
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<td>January</td>
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<tr>
<td>March</td>
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<td>May</td>
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<thead>
<tr>
<th>Calendar</th>
<th>Consideration</th>
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<td>December</td>
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### 2013-2014

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<th>Calendar</th>
<th>Consideration</th>
<th>Tactics</th>
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<tbody>
<tr>
<td>January</td>
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<td>March</td>
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<td>February</td>
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### 2014-2015

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Evaluating Your Communications

Suggestions for evaluation:

1. Calculate the estimated number of impressions from every media source
   For example:
   - Op-ed Letter – La Crosse Tribune
     Tuesday paper – 31,810 impressions
   - Guest on 6 p.m. TV to discuss mental health awareness
     6 p.m. news WKBT – 17,519 impressions

2. Pre and post surveys prior to training events
   Online surveys using tools such as SurveyMonkey

3. Begin identifying baseline measurements

4. Track trainings and seminar
   For example:
   - Employer completed 100 health screenings
   - 25 employees were referred for follow-up
   - 15 employees actually followed through and made referral appointment

5. Track collaborative efforts

Think about …
Collecting and compiling earned media impressions.

Think about …
How do you know your message is being heard?

“Anything that can be measured can be improved.”
– Michael Dell, Dell Computers
Think about …

- How often do you ask people for feedback?
- Do you ask for suggestions for improvement?
- How do you measure success?
“If we continue to get smart together, to reinvent our organizations as communicating organizations, each of us, in our own way, can help determine the shape of things to come.”

– K. Bonk, E. Tynes, H. Griggs and P. Sparks (11)

Toolkit Worksheet

Get to Know La Crosse County

Audience 1:
_______________________________________________________________________
_______________________________________________________________________

Audience 2:
_______________________________________________________________________
_______________________________________________________________________

Audience 3:
_______________________________________________________________________
_______________________________________________________________________

Getting Your Message Out

Tactic 1:
_______________________________________________________________________
_______________________________________________________________________

Tactic 2:
_______________________________________________________________________
_______________________________________________________________________

Tactic 3:
_______________________________________________________________________
_______________________________________________________________________

The Game Plan

TACTICS

AUDIENCES

_______________________________________________________________________

_______________________________________________________________________
Timing Your Communication

March

April

May

June

July

August

September

October

November

December

Evaluating Your Communications

Measure 1: 

Measure 2: 

Measure 3: 
Additional Resources

Tips for Writing a Successful News Release
Extracted from the 2010 National Public Health Week Partner Toolkit found at: www.nphw.org/nphw10/layout_pg_facts_toolkit.htm

Start with the basics:

Who
What
Where
When
Why
How

Try to keep your news release to 1-2 pages in length.

Release instructions: In addition to telling the story in the body of your press release, the following instructions will inform reporters and editors about all the necessary particulars:

- **Timing:** Include directions about when the information can be released (e.g. For Immediate Release).
- **Contact Information:** Contact person, organization name, phone number, fax number and e-mail address. Be prepared to answer questions from the media.
- **Headline:** A catchy, understandable title to show what the news release is about.
- **Summary:** A concise body of text, generally a few sentences long, summarizing what the news release is about.
- **Body:** Always start the first sentence in the following format: city, state, month, day, year. Then launch into the story itself. Keep your sentences short and to the point. The purpose of the body is a continuation of the summary portion of the press release. This is where you give in-depth details regarding your announcement.
- **About:** Include a sentence or two about your organization with a link to your website, additional resources and social media sites. Make sure to include that your organization is a partner of *Healthiest County 2015: La Crosse* — making the healthy choice together.
**Tips for Writing and Placing an Op-Ed**

Extracted from the 2010 National Public Health Week Partner Toolkit found at: www.nphw.org/nphw10/layout_pg_facts_toolkit.htm

The op-ed, a short opinion piece published opposite the editorial page in the local newspaper, is a prized communication tool. Securing an op-ed placement allows you to deliver your unfiltered message to influencers, policymakers and leaders in your community.

Your op-ed commentary should:

- Be thought provoking
- Pose questions for the community to consider
- Offer a challenge or provide a solution to a problem
- Be 500-800 words in length
- Make a very strong point, supported with compelling local facts and figures
- End with the phrase, “A proud partner of Healthiest County 2015: La Crosse – making the healthy choice together.”

**Want more information?**

For more detailed information on communication plans for nonprofit organizations check out the book:

*Strategic Communications for Nonprofits: A Step-by-Step Guide to Working with the Media (2nd Edition)*

By Kathy Bonk, Emily Tynes, Henry Griggs, and Phil Sparks

Published in 2008 by Jossey-Bass

The following links are listed on the La Crosse Medical Health Science Consortium’s website www.lacrosseconsortium.org under “Toolkit.”

For more information on how to conduct media interviews, write public service announcements, use social media, effectively produce written communication and more, check out: www.nphw.org/nphw10/layout_pg_facts_toolkit.htm and download the 2010 partner toolkit.

For an easy to use evaluation guide and more on evaluating media communication check out: www.mediaevaluationproject.org/AreWeThereYet.pdf

For more information on National Health Observances check out:

www.healthfinder.gov/nho/nho.asp

*Highly recommended tool for supplementing your strategic communication plan*
National Awareness Months

January
Cervical Health Awareness Month
National Birth Defects Prevention Month
National Blood Donor Month
National Glaucoma Awareness Month
Thyroid Awareness Month
National Folic Acid Awareness Week

February
AMD/Low Vision Awareness Month
American Heart Month
International Prenatal Infection Prevention Month
National Children’s Dental Health Month
National Wise Health Consumer Month
Give Kids A Smile Day
National Burn Awareness Week
Congenital Heart Awareness Week
Children of Alcoholics Week
National Condom Week
National Donor Day
National Women’s Heart Day
National Eating Disorders Awareness Week

March
National Brain Injury Awareness Month
National Colorectal Cancer Awareness Month
National Endometriosis Awareness Month
National Kidney Month
National Multiple Sclerosis Education and Awareness Month
National Nutrition Month®
Save Your Vision Month
Workplace Eye Health and Safety Month
National Patient Safety Awareness Week
Multiple Sclerosis Awareness Week
National Problem Gambling Awareness Week
National Sleep Awareness Week®
National School Breakfast Week
World Kidney Day
Brain Awareness Week
National Inhalants and Poisons Awareness Week
American Diabetes Alert Day

April
Alcohol Awareness Month
Cancer Control Month
Cesarean Awareness Month
Counseling Awareness Month
Foot Health Awareness Month
Irritable Bowel Syndrome Awareness Month
National Autism Awareness Month
National Child Abuse Prevention Month
National Donate Life Month
National Facial Protection Month
National Youth Sports Safety Month
Occupational Therapy Month
Sports Eye Safety Month
Women’s Eye Health and Safety Month
Root Canal Awareness Week
National Public Health Week
A Day To End Sexual Violence
National Alcohol Screening Day
World Health Day
National Infant Immunization Week
Cover the Uninsured Week
National SAFE KIDS Week
World Tai Chi & Qigong Day
May
American Stroke Month
Asthma and Allergy Awareness Month
Better Sleep Month
Clean Air Month
Hepatitis Awareness Month
Lyme Disease Awareness Month
Melanoma/Skin Cancer Detection and Prevention Month
Mental Health Month
Multiple Chemical Sensitivity Awareness Month
National Bike Month
National Celiac Disease Awareness Month
National High Blood Pressure Education Month
National Neurofibromatosis Month
National Osteoporosis Awareness and Prevention Month
National Physical Fitness and Sports Month
National Teen Pregnancy Prevention Month
Sturge-Weber Awareness Month
Tuberous Sclerosis Awareness Month
Ultraviolet Awareness Month
National Physical Education and Sport Week
National Anxiety Disorders Screening Day
National Teen Pregnancy Prevention Day
National Mental Health Counseling Week
North American Occupational Safety and Health Week
Sun Safety Week
National Cancer Survivors Day
National Men’s Health Week
National ASK Day/ PAX/Real Solutions to Gun Violence
National Eye Safety Awareness Week

June
Fireworks Safety Month
Home Safety Month
Myasthenia Gravis Awareness Month
National Aphasia Awareness Month
National Scleroderma Awareness Month
Vision Research Month
National Headache Awareness Week
National Cancer Survivors Day
Sun Safety Week
National Men’s Health Week
National ASK Day/ PAX/Real Solutions to Gun Violence
Helen Keller Deaf - Blind Awareness Week
Eye Safety Awareness Week

July
Hemochromatosis Awareness Month
International Group B Strep Awareness Month
National Group B Strep Awareness Month
UV Safety Month
National Youth Sports Week

August
Cataract Awareness Month
Children’s Eye Health and Safety Month
National Immunization Awareness Month
Psoriasis Awareness Month
Spinal Muscular Atrophy Awareness Month
World Breastfeeding Week
National Minority Donor Awareness Day

Making the Healthy Choice Together | 27
National Awareness Months

September
America On the Move’s September Campaign
Childhood Cancer Month
Fruit and Vegetable Month
Healthy Aging® Month
Leukemia & Lymphoma Awareness Month
National Acceptance Month/Children’s Craniofacial Association
National Alcohol and Drug Addiction Recovery Month
National Cholesterol Education Month
National Pediculosis Prevention Month/ Head Lice Prevention Month
National Sickle Cell Month
Ovarian Cancer Awareness Month
Prostate Cancer Awareness Month
Reye’s Syndrome Awareness Month
Sports and Home Eye Safety Month
National Suicide Prevention Week
STOP A Suicide Today Day
National Farm Safety & Health Week
National Rehabilitation Awareness Celebration
Reye’s Syndrome Awareness Week
Take a Loved One for a Check-up Day
World Alzheimer’s Day
National Mesothelioma Awareness Day
Hearing Aid Awareness Week
World Heart Day

October
“Talk About Prescriptions” Month
Eye Injury Prevention Month
Halloween Safety Month
Healthy Lung Month
Let’s Talk Month
Lupus Awareness Month
National Breast Cancer Awareness Month
National Celiac Disease Awareness Month
National Chiropractic Month
National Dental Hygiene Month
National Disability Employment Awareness Month
National Down Syndrome Awareness Month
National Family Sexuality Education Month / Let’s Talk
National Medical Librarians Month
National Physical Therapy Month
National Spina Bifida Awareness Month
Sudden Infant Death Syndrome Awareness Month
Drive Safely Work Week
National Child Health Day
Fire Prevention Week
Stop America’s Violence Everywhere Today

November
American Diabetes Month
Diabetic Eye Disease Month
Foot Health Issues Related to Diabetes Awareness Month
Jaw Joints - TMJ Awareness Month
Lung Cancer Awareness Month
National Adoption Month
National Alzheimer’s Disease Awareness Month
National Family Caregivers Month
National Healthy Skin Month
National Hospice Palliative Care Month
Pancreatic Cancer Awareness Month
Prematurity Awareness Month
Pulmonary Hypertension Awareness Month
Prematurity Awareness Day
Great American Smokeout
Gastroesophageal Reflux Disease Awareness Week

December
National Aplastic Anemia and MDS Awareness Week
World AIDS Day
National Handwashing Awareness Week
References


