

State Coverage Initiatives
Robert Wood Johnson Foundation



Strategic Communications: A Blueprint for Success

November 2008


AcademyHealth


Session Goals


Why?

What?

How?


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How We Think About Communications

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Strategic Communications Can...

Help you achieve your goals

Help you set your priorities

Raise awareness about your work

Provide an opportunity to share your successes

Position you as a leader and resource

Support your vision, mission and goals

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Blueprint for a Strategic Communications Plan



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Blueprint Building Blocks

Situation Analysis

- Provides context
- Includes any pertinent research

Goals and Objectives

- Long-term outcome to which all of your work is directed and your objectives, strategies and tactics are designed to support
- Big-picture yet time-limited and measurable steps toward the achievement of your overall goal

Target Audiences

- Primary: people you are ultimately trying to reach with your message
- Secondary: those who you want to reach to influence your primary audience

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Blueprint Building Blocks

Core Messages

- Language you use to influence your target audience(s) that includes themes and words that resonate

Strategies

- General categories of action that define how you will achieve your goals and objectives and provide a framework within which specific tactics should operate

Tactics

- Specific, assignable actions you will take to achieve your objectives

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Blueprint Building Blocks

Timeline

- Chronological list of when you will execute your tactics

Budget

- Who, when and how much

Evaluation

- Measurements of how well you are meeting your objectives

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Q & A

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Identifying Your Strategies

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Identifying Your Strategies

Strategies are the methods you use to meet each objective. They are the connection between your objective and tactics. They explain:

- **How** your activities will help meet your goal
- **Why** you've chosen each tactic

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New Oklasotland

GOAL:
Increase the number of insured New Oklasotlands by 20 percent.

OBJECTIVE:
Increase income eligibility level of Medicaid to 200% FPL and SCHIP to 400% FPL.

STRATEGY:
Educate legislators about the importance of health coverage and the consequences of being uninsured.

STRATEGY:
Gain support of key constituencies that can influence the legislative process.

TARGET AUDIENCE:
Key state legislators

TARGET AUDIENCE:
Business, insurers, providers, hospitals, labor

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Your Mission:
Identify Core Strategies for Each Objective