

## Develop Communication Plan

### Sample Communication Plan – Overall Message: Community Integration Benefits Everyone

| Audience Group     | Objectives   | Messages  | Most Appropriate Channel   | Timing   | Owner |
|--------------------|--|---|--|--|-------|
| Staff              | <ul style="list-style-type: none"> <li>Gain cooperation</li> <li>Gain support</li> </ul>                     | <ul style="list-style-type: none"> <li>We need your help!</li> <li>You will be supported</li> <li>Be positive!</li> <li>Believe in it!</li> <li>CI benefits everyone</li> </ul>                   | <ul style="list-style-type: none"> <li>Staff meetings</li> <li>Provide outlines</li> <li>Provide updates</li> <li>Use e-mail to send updates</li> <li>Video &amp; Panel</li> <li>Newsletter “Connections”</li> </ul>                                   | <ul style="list-style-type: none"> <li>Once a month</li> </ul>   |       |
| Individuals Served | <ul style="list-style-type: none"> <li>Ease fears</li> <li>Integrate into community</li> </ul>               | <ul style="list-style-type: none"> <li>We will help you</li> <li>You will be supported</li> <li>You will have what you need</li> </ul> <p>There are more options and choices available to you</p> | <ul style="list-style-type: none"> <li>One to one conversations</li> <li>Provide a conversation guide for discussion</li> <li>“How to use”</li> <li>Use video on case by case basis</li> <li>IDTs use POP- reviewed at least every 6 months</li> </ul> | <ul style="list-style-type: none"> <li>Use and review in POP at least every 6 months</li> <li>Document one to one conversation and discussion</li> </ul> |       |
| Families           | <ul style="list-style-type: none"> <li>Ease fears</li> <li>Address concerns</li> <li>Seek support</li> </ul> | <ul style="list-style-type: none"> <li>There will be choice</li> <li>There will be support</li> <li>We will keep trying until we find the “right fit”</li> </ul>                                  | <ul style="list-style-type: none"> <li>Family meetings</li> <li>Specific mailing</li> <li>Newsletter “Connections”</li> <li>Website and link to FAQs</li> <li>Video &amp; Panel</li> </ul>   | <ul style="list-style-type: none"> <li>Update quarterly or as needed</li> </ul>  |       |
| Funding Sources    | <ul style="list-style-type: none"> <li>Get more money</li> </ul>   | <ul style="list-style-type: none"> <li>We need support-\$\$\$\$</li> <li>Help us!</li> </ul>  | <ul style="list-style-type: none"> <li>Specific mailing*</li> </ul>  | <ul style="list-style-type: none"> <li>Update every 6 months</li> </ul>  |       |

|                  |   |   |  |   |  |
|------------------|---|---|--|---|--|
| Employers        | <ul style="list-style-type: none"> <li>• Seek opportunities</li> <li>• Provide jobs</li> </ul>  | <ul style="list-style-type: none"> <li>• Give us a chance!</li> <li>• We can help you</li> <li>• We will work with you to support our consumers</li> </ul>  | <ul style="list-style-type: none"> <li>• Specific mailing*</li> <li>• Direct one to one conversation with brochure</li> <li>• Specific to employers</li> <li>• Video &amp; Panel</li> </ul>                | <ul style="list-style-type: none"> <li>• Document one to one conversation and discussion</li> </ul>   |  |
| Community Groups | <ul style="list-style-type: none"> <li>• Integrate consumers into community groups</li> <li>• Seek opportunities for community participation</li> </ul> | <ul style="list-style-type: none"> <li>• Be receptive</li> <li>• Ask questions</li> <li>• Don't be afraid</li> <li>• Open your doors-invite us in</li> <li>• Consumers should be a part of their community</li> </ul> | <ul style="list-style-type: none"> <li>• Specific mailing*</li> <li>• Website and link to FAQs</li> <li>• Use Speakers' Bureau</li> <li>• Newsletter "Connections"</li> <li>• Video &amp; Panel</li> </ul> | <ul style="list-style-type: none"> <li>• Mailing every 6 months</li> <li>• Website by 4/30/03</li> <li>• Update Website and Speakers' Bureau quarterly</li> </ul> |  |