



OFFICE OF ORAL HEALTH LOCAL ORAL HEALTH PROGRAM COMMUNICATION PLAN INSTRUCTIONS

Local Oral Health Program:	
Grant Number:	
Responsible Staff:	LOHP Contract Analyst / Grant Manager

1. **Introduction:** A short paragraph that describes the need for the communication strategy based on some form of needs assessment and baseline data. Determine data sources and use relevant information. Describe the rationale for the strategy to be used, including references to relevant theories, "best practices" or evidence-based approaches.
2. **Mission/Vision:** The vision statement should focus on the future and what your LOHP will accomplish and become. A mission statement will focus on the present and what your LOHP does to achieve it. Both are vital in directing goals.
3. **Purpose:** Describe the overall goal.
4. **Communication strategies:** The methods and steps proposed to implement the communication strategies. 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, pitching stories to the media, running media advertising, communicating via social media, 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.
5. **Objective:** The specific outcomes you expect that exposure to your communications will produce in support of the program's overall goal. An objective should be Specific, Measurable, Achievable, Relevant and Time Bound (SMART).
6. **Activities and strategies:** Actions to be taken.
7. **Target audience:** 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.
8. **Key messages:** These are brief statements directly tied to goals and objectives, sometimes accompanied by visuals, that present key aspects of the communication strategies. 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.



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9. **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 methods should be realistic.
10. **Responsible Parties and Roles:** Individuals or programs responsible for each aspect of the plan; this includes outside partners.
11. **Partnerships:** What groups will support your strategies and messages and extend their reach? What benefits will partners gain from providing this support? Be strategic in selecting your partners so that your messages don't become diluted by other interests.
12. **Budget and resources needed:** 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.
13. **Protocol for review and approval:** The individuals/office that need to approve communications produced by the oral health program. Outline which steps or materials need approval at what level and factor that process and any revisions into overall timelines.
14. **Progress notes:** Actions taken to achieve the stated objectives and results achieved. Also record any changes to the plan.
15. Submit Communication Plan to DentalDirector@cdph.ca.gov by **July 31, 2022**.