



Healthy Colorado: Shaping a State of Health

Colorado's Plan for Improving Public Health and the Environment, 2015-2019

Communication Plan

This document outlines the strategies and timeline for communicating and promoting *Shaping a State of Health: Colorado's Plan for Improving Public Health and the Environment, 2015-2019*. The goal is to raise awareness about the plan by regularly informing key audiences and partners about Colorado's priorities, goals, statewide strategies and progress made through 2019.

Activity	Target Audience	Timing	Responsible Entities
Initial Release			
Press release	<ul style="list-style-type: none"> The general public 	January 2015	Communications office, OPP
Today's Broadcast at CDPHE	<ul style="list-style-type: none"> CDPHE staff 	January 2015	Communications office, OPP
Email announcement, thank you, and promotion of web link	<ul style="list-style-type: none"> Plan contributors and the Public Health Improvement Steering Committee 	January 2015	OPP
Email announcement and promotion of web link	<ul style="list-style-type: none"> Governor's office Colorado Board of Health Local public health agencies (public health directors, environmental health directors and nursing directors) Other public health partners* 	January 2015	OPP
Social media announcement and promotion of web link	<ul style="list-style-type: none"> The general public and other partners 	January 2015	Communications office, OPP
Hard copy distribution in person and via mailings	<ul style="list-style-type: none"> Plan contributors and the Public Health Improvement Steering Committee Governor's office Colorado Board of Health Local public health agencies (public health directors, environmental health directors and nursing directors) Other public health partners* 	February 2015	OPP
Meetings	<ul style="list-style-type: none"> CALPHO, CO Directors of Environmental Health, CO PH Nursing Leaders, PHNAC winter meeting, CDPHE division staff and leadership meetings 	January and February 2015	OPP
Ongoing communication and updates during implementation			
Email announcement and promotion of data dashboard to monitor progress	<ul style="list-style-type: none"> Plan contributors and the Public Health Improvement Steering Committee CDPHE staff Governor's office Colorado Board of Health Local public health agencies (public health directors, environmental health directors and nursing directors) Other public health partners* 	Middle of 2015	OPP



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Communication of progress via online data dashboard	<ul style="list-style-type: none"> The general public, CDPHE staff and all partners 	Ongoing after dashboard development	OPP
Press release of entire plan and progress during National Public Health Week	<ul style="list-style-type: none"> The general public, CDPHE staff and all partners 	Yearly in April	Communications office, OPP
Promote and communicate mental health and substance abuse plan and progress during mental health awareness month	<ul style="list-style-type: none"> State and local public and environmental health staff Mental health partners 	Yearly in May	OPP, CDPHE mental health staff, communications office
Promote and communicate obesity plan and progress during childhood obesity awareness month	<ul style="list-style-type: none"> State and local public and environmental health staff Obesity partners 	Yearly in September	OPP, CDPHE obesity staff, communications office
Present progress and celebrate successes at Public Health in the Rockies and the Colorado Environmental Health Association Annual Conference	<ul style="list-style-type: none"> State and local public and environmental health staff Other conference attendees 	Yearly in September	OPP and other relevant CDPHE staff
Infrastructure progress reports	<ul style="list-style-type: none"> PHISC and Colorado Board of Health 	Quarterly	OPP and workgroups
Report of any modifications and updates resulting from evaluation	<ul style="list-style-type: none"> All partners 	As needed and yearly summary starting in February 2016	OPP

***Partners include:**

- Caring for Colorado Foundation
- Center for Improving Value in Healthcare
- Colorado Community Health Network
- Colorado Counties, Inc.
- Colorado Department of Education
- Colorado Department of Health and Human Services
- Colorado Department of Health Care Policy and Financing
- Colorado Department of Transportation
- Colorado Hospital Association
- Colorado Legacy Foundation
- Colorado Municipal League
- Colorado Regional Health Information Organization
- Colorado Rural Health Center
- Livewell Colorado
- Mental Health America of Colorado
- The Colorado Health Foundation
- The Colorado School of Public Health
- The Colorado Trust
- The Colorado Health Institute
- Rose Community Foundation
- Spark Policy Institute