

## Communication Resources for Assessment and Planning

National Organizations and Private Companies		
Source	Website	Resources Offered
Association for Community Health Improvement	<a href="http://www.communityhlth.org/">http://www.communityhlth.org/</a>	Deliver's education, professional development, peer networking and practical tools.
CDC - Health Communication	<a href="http://www.cdc.gov/healthcommunication/">http://www.cdc.gov/healthcommunication/</a>	Resources and guidance for identifying audience, tools and templates, channels and CDC campaigns.
CDC Environmental Public Health Tracking	<a href="http://www.cdc.gov/nceh/tracking/">http://www.cdc.gov/nceh/tracking/</a>	Provides topic specific toolkits including: key messages and talking points, fact sheet, matte article, sample social media pieces.
CDC - Social Media Toolkit	<a href="http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/SocialMediaToolkit_BM.pdf">http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/SocialMediaToolkit_BM.pdf</a>	Provides guidance, lessons learned, activities and emergency response efforts. Learn about popular channels (blogs, video-sharing sites, mobile applications and RSS feeds) to incorporate in communication plans.
Community Toolbox	<a href="http://ctb.ku.edu/en/default.aspx">http://ctb.ku.edu/en/default.aspx</a>	Examples and checklists of things to consider, but not tools/templates.
Fostering Sustainable Behavior: Community Based Social Marketing	<a href="http://www.slideshare.net/Caliorn/fostering-sustainable-behavior">http://www.slideshare.net/Caliorn/fostering-sustainable-behavior</a>	Specific steps and examples for effective communication. See checklist on page 48. Book can be ordered online but can also be viewed at this link. See pgs 38-48 on Communication - effective messages.
FrameWorks Institute	<a href="http://www.frameworksinstitute.org/overviewtools.html">http://www.frameworksinstitute.org/overviewtools.html</a>	Extensive resources including information and guidance on communication "framing" telling thematic stories. Also offers products and tools on specific issues (e.g. children's oral health) that are designed for nonprofits.
Healthy People 2020 Implementation	<a href="http://www.healthypeople.gov/2020/implementing/implementation.aspx">http://www.healthypeople.gov/2020/implementing/implementation.aspx</a>	Communication plan template (2 pages total, minimal instruction). Recommends 3 steps for the implementation phase: 1) create detailed work plan; 2) consider identifying a single point of contact to make sure things get done; 3) develop a communications plan (get the word out) This page also offers several references, many from the Community Toolbox.
MAPP: Marketing and communication clearinghouse	<a href="http://www.naccho.org/topics/infrastructure/mapp/framework/clearinghouse/marcomm.cfm">http://www.naccho.org/topics/infrastructure/mapp/framework/clearinghouse/marcomm.cfm</a>	Many examples of marketing and communication tools, including fact sheets, brochure, poster, program flyer, etc.
NACCHO - Toolbox	<a href="http://www.naccho.org/toolbox">www.naccho.org/toolbox</a>	Communications Toolbox has several resources on using social media.
Spitfire Strategies	<a href="http://www.spitfirestrategies.com/">http://www.spitfirestrategies.com/</a>	Provides guidance, webinars, and tools on strategic communications and campaign planning. Smart Chart guides through communication planning process.

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Examples and resources from other states		
Source	Website	Resources offered
<b>California</b>	<a href="http://www.cdph.ca.gov/programs/cpns/Pages/CX3Communications_Templates.aspx">http://www.cdph.ca.gov/programs/cpns/Pages/CX3Communications_Templates.aspx</a>	Examples of communication templates on fact sheets, community brief, press release, and ppt.
	<a href="http://www.healthiersanjoaquin.org/pdfs/2011/SJC_2011_ExecutiveSummary_Trifold.pdf">http://www.healthiersanjoaquin.org/pdfs/2011/SJC_2011_ExecutiveSummary_Trifold.pdf</a>	Example of trifold summary of CHA in San Joaquine County, CA (2011).
<b>Connecticut</b>	<a href="http://www.ct.gov/dph/lib/dph/state_health_planning/planning_guide_v2-1_2009.pdf">http://www.ct.gov/dph/lib/dph/state_health_planning/planning_guide_v2-1_2009.pdf</a>	Template and Guide for Comprehensive Health Improvement Planning with information on marketing plan.
<b>Iowa</b>	<a href="http://www.idph.state.ia.us/chnahip">www.idph.state.ia.us/chnahip</a>	Step 10 of Iowa assessment and planning model is "Establish and implement a marketing plan"
	<a href="http://www.idph.state.ia.us/chnahip/common/pdf/establish_marketing_plan.pdf">http://www.idph.state.ia.us/chnahip/common/pdf/establish_marketing_plan.pdf</a>	Helpful questions to guide development of marketing plan
<b>North Carolina - Healty Carolinians</b>	<a href="http://www.healthycarolinians.org/library/pdf/CHA-GuideBookUpdatedDecember15-2011.pdf">http://www.healthycarolinians.org/library/pdf/CHA-GuideBookUpdatedDecember15-2011.pdf</a>	See Phase 7: Disseminate the CHA Document (starts on page 88) and Phase 8: Develop Community Health Action Plan (page 93)

Resources for displaying data		
Source	Website	Resources offered
<b>Presenting Public Health Data (from NY website)</b>	<a href="http://www.health.ny.gov/statistics/chac/links_presenting.htm">http://www.health.ny.gov/statistics/chac/links_presenting.htm</a>	Tips for presenting data.
	<a href="http://www.health.ny.gov/statistics/chac/tips.htm">http://www.health.ny.gov/statistics/chac/tips.htm</a>	
<b>UCLA Center for Health Policy Research</b>	<a href="http://www.healthpolicy.ucla.edu/healthdata/democ_data_tablesgraphs.pdf">http://www.healthpolicy.ucla.edu/healthdata/democ_data_tablesgraphs.pdf</a>	Guidance for presenting data.

Resources for developing action plans		
Tool	Website	Resources offered
<b>CHANGE tool (Community Health Assessment and Group Evaluation), 2010</b>	<a href="http://www.cdc.gov/healthycommunitiesprogram/tools/change/pdf/changeactionguide.pdf">http://www.cdc.gov/healthycommunitiesprogram/tools/change/pdf/changeactionguide.pdf</a>	p 53: Table 5. Example of a Community Action Plan
<b>Knight Community Information Toolkit, 2011</b>	<a href="http://www.infotoolkit.org/">http://www.infotoolkit.org/</a>	See Planning for Action template in step 5



Colorado Health Assessment and Planning System (CHAPS) website: [www.colorado.gov/cdphe/chaps](http://www.colorado.gov/cdphe/chaps)  
 Office of Planning and Partnerships website: [www.colorado.gov/cdphe/opp](http://www.colorado.gov/cdphe/opp)