



## Communication Plan – [Insert Project Name]

### Background

The [insert name of OHT] highlighted both mental health and addictions and unattached patients as target populations as part of its application. Although not an initial focus, several [insert name of OHT] partners have come together to respond to community needs and have sought to accelerate this work. Led and funded by the [insert name(s) of lead organization(s)], this work has been done in partnership with [insert names of additional partners] as well as independent physicians and community partners.

The [insert name of OHT] partners have recommended developing the [insert project name], a model of care that is internationally validated. This will be a piece of the health care puzzle to support the continuum of health and social services that aims to improve health access, patient outcomes, and reduce the gaps in the addictions & mental health continuum of care. It is meant to provide an outreach service, including primary, mental health, and preventative care, directly to underserved community members located in the downtown core who are some of the community's most marginalized members. While providing essential health services, the bus will also send referrals where deemed appropriate, provide necessities, and build community relationships while improving community safety by being a welcoming presence.

### Communications Objective

The team will take a 3-phase approach to communications, with different objectives for each:

#### 1) Awareness

When: Starting immediately, up until more specific details are available about bus and launch date is firm.

Objective: Prime the community for this upcoming service, provide information regarding what the bus is, benefits of the bus (gaps it will fill), who it will serve. Challenge stigma around community issues and where they're located. Share information about existing bus models and their successes/gaps filled.

#### 2) Education

When: Starting once more details are available about the bus and launch date is firm.

Objective: Get more specific about when and where the bus will be available, what services it will provide, benefits of bus model (gaps it will fill). Justify services and locations. Challenge stigma around community issues and where they're located.

#### 3) Plan-Do-Check-Act

When: Once feedback, stories, analytics are available from the bus.

Objective: Target communications on success of the bus thus far, share future plans for the bus based on results, share demographics around usage and impact.





## Target Audience

- 1) **Community members who would benefit from accessing the [insert project name],**
  - ◇ Individuals struggling with mental health or addictions conditions
  - ◇ Individuals who are underserved or unattached
  - ◇ Individuals experiencing transient living situations or homelessness, or who are at risk for homelessness
  - ◇ Youth
  - ◇ Sex workers
  - ◇ Individuals at risk of trafficking
  - ◇ Other vulnerable and minority populations
  - ◇ Community members looking for resources or referrals
- 2) **Partners and advisors**
  - ◇ [[INSERT NAME OF OHT]] leadership, partners, and friends
  - ◇ Interested health professionals, organizations, and community members
  - ◇ City Council
- 3) **Community at large**
  - ◇ Individuals interested in supporting mental health and addictions efforts in the community
  - ◇ Individuals with concerns about safety, operations, locations
  - ◇ Other interested community members
- 4) **Health policy and decision-makers, including funders**
- 5) **Professional connections – other OHTs, academics, non-local organizations**

## Communication Tactics

### Print Materials

- ◇ Print flyers or brochures, posters to be available at locations near [INSERT PROJECT NAME] route
  - » Consider multilingual options
- ◇ Signage (for on bus)
- ◇ Flyers/brochures (for on bus)
  - » Include information about bus and services + additional information that would be relevant to those using the bus – such as a brochure with basic health information and where to access services





## Media

- ◇ Radio or newspaper ads
- ◇ News coverage
- ◇ Media releases as needed

## Electronic signage (TVs and Monitors)

- ◇ At partner organizations – to advertise/promote bus and share updated information re: scheduling and locations

## Digital outreach

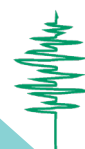
- ◇ Create central Facebook page focused on [INSERT PROJECT NAME] info and schedule
  - » Create unique [INSERT PROJECT NAME] hashtag to link partner posts
  - » Use Facebook page, and potentially a project email address, to allow for feedback
  - » Share key messaging + examples of existing models in other locations
  - » Share success stories and ongoing updates
- ◇ Consider using Instagram as a secondary social media platform to target youth specifically – use same content as Facebook (to reduce capacity issues)
- ◇ Video production

## Website

- ◇ Choose one partner to house bus information and scheduling
- ◇ Make sure all other partners have baseline information to include on respective websites + a link to main website

## Word of mouth

- ◇ Provide toolkits to city council, principals, career centre/LIP, other community partners to ensure consistent messaging and resources available to share with others
  - » Include “grab and go” social media posts and print materials
- ◇ Work with school boards to make information available to students and families in need
- ◇ Consider hosting town hall-type events to allow for two-way dialogue with community in advance of launch
- ◇ Presence at local events





## Key Messages

The [INSERT PROJECT NAME] is an innovative way to meet our residents where they are. It will provide basic care, referrals, resources, and support for underserved and vulnerable members of our community.

The [INSERT PROJECT NAME] is not designed to replace existing services – it is meant to fill gaps in our health system and provide connections and resources to additional opportunities in a way that is accessible and approachable.

Any and all are welcome to visit the [INSERT PROJECT NAME]. The bus will be available at underserved locations and will adjust hours and availability based on feedback and usage patterns. Stay tuned for more details!

The [INSERT PROJECT NAME] will be staffed by a [insert list of roles on the project] to meet the unique needs of our community. Together, the staff can provide basic health assessments, counselling and crisis support, community referrals, and more.

### Additional messaging to be developed/employed:

- ◇ Bites from [INSERT PROJECT NAME] report including SDOH and health statistics in the region
- ◇ Anecdotes from existing bus models
- ◇ Information justifying chosen locations (e.g. heat mapping); communicate locations chosen in reference to nearby facilities
- ◇ Information about safety for [INSERT PROJECT NAME] staff, patients, and surrounding locations (this will be less for proactive sharing and more as a response to requests for information)
- ◇ Challenge stigma around community issues and where they're located ("not in my backyard")
- ◇ Additional details on scope, services, and schedule once available
- ◇ Keep in mind youth audience and youth-targeted messaging

## Design Tactics

- ◇ Enthusiastic, positive, and concise tone
- ◇ Follow bus branding
- ◇ Avoid partner logos and branding – want [INSERT PROJECT NAME] to be a neutral, approachable space





## Timeline

TBD: Finalize communication plan and messaging based on current status of bus

TBD: Start Facebook page and share Phase 1 messaging

TBD: Start to develop posters, brochures, toolkits, ads

TBD: Media release with details regarding location, services, timing

TBD: Shift into Phase 2 messaging, deploy posters, brochures, and toolkits

TBD: Tentative launch early [enter target launch date] shift to Phase 3 messaging after feedback is available

TBD: Media release with early results

## Evaluation Metrics

- ◇ Number of flyers handed out
- ◇ Number and reach of radio or newspaper ads
- ◇ Number of media mentions
- ◇ Reach, engagement, followers on Facebook (and other platforms if used)
- ◇ Number of people accessing the bus
  - Consider asking patients how they heard about the bus to focus on the success rate of communication initiatives
- ◇ Qualitative feedback from partners, patients, community members on communications initiatives

Note: We can update communications materials/targets and evaluation metrics based on upcoming finalized details and feedback/information about the bus received post-launch.

