Communications Planning with Statewide Partners

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PROTECTING, MAINTAINING AND IMPROVING THE HEALTH OF ALL MINNESOTANS
Setting the Stage

- About the Office of Statewide Health Improvement Initiatives
- About the Statewide Health Improvement Partnership
- How communications supports the work & how this fits with our SPAN efforts
Our SHIP Partners Across Minnesota

- 41 SHIP grantees (all 87 counties)
- Majority in county public health offices
- Most don’t have dedicated comms staff
- Range of 1 person shops to a team of 12.
Working with our SHIP Partners

- Building communications capacity
- Setting expectations for branding & messaging
- Encouraging grantees to write communications plans
- Requiring two success stories per year
Building Communications Capacity

- Regional trainings on messaging
- Webinars on messaging to right audience, media advocacy, success stories, other comms topics
- TA support through scheduled conference calls & consultations as requested
- Communications guides & resources

Knowledge is good.
Lessons Learned

• How can you take the mystery out of communications planning/make it less intimidating?
• How can you feature local partners in training (the knowledge is in the room)?
• Can you include communications in a regular training rotation?
• What tools do you have for sharing resources & information?
• Message Board: Great for quick requests for info, sharing updates, sharing new tools
• Docs & Files: Great for sharing tools and resources specific for your partners
Sharing Resources on Basecamp
OSHH Communications Resources

- Communications Guide
- Branding Guide
- Communications Planning Template
- Logo/Graphic Assets

Located at: https://www.health.state.mn.us/communities/ship/support/commsassets.html
Thank you!

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