

Communication and Community Outreach Assessment Plan

During the first weeks of the Central Health engagement, a review of current communications practices will be performed including the following:

Internal Assessment of current and historical communications (to be completed by August 15th)

1. The following historical data and feedback will be obtained from Central Health:
 - 2016 Annual Communications Report
 - Monthly Newsletters to the Community & readership roster
 - CCC Provider Patient Survey (focusing on patient feedback of the CCCs)
 - Current Communication Strategy (as it relates to IAP2 Framework for Community Engagement)
 - Central Health Awareness Initiatives/Campaigns
 - Central Health Telephone Survey
2. Analysis of current Community Engagement Tools/Approaches, Expected Outcomes, Current Measurement of Success, Associated Timeframe, and Process for Progress Tracking.
3. Assessment of audience participation associated with each Tool/Approach
4. Interviews will be conducted with key leadership personnel and strategic communications support team - Ivan Davila and Ted Burton.

External Assessment

1. Public Forums: Early Stage – Feedback from the Community

In an effort to obtain unbiased and complete feedback on current community outreach efforts, public forums will be held in a location outside of the Central Health facility. Pending approval from the Central Health legal counsel, an official public notice will be filed and **a location in East Central Austin will be selected**. Forums will be held in early August. Two forums will be held (one in English and one in Spanish) to accommodate community members.

Public notice will be posted in the Austin American Statesman and ¡Ahora sí!

The event will be publicized on the Central Health website, as an independent event, and will also be sent to the 6,000 constituents in the current newsletter mailing list, via social media outlets, and neighborhood NextDoor App.

2. Public Forums: Relaying of Findings – January 2018

At the completion of the engagement, two public forums (one in English and one in Spanish) will be held to review the findings of the assessment. Additionally, benchmark findings and recommendations will be presented to the public.

The event will be publicized on the Central Health website, as an independent event, and will also be sent to the 6,000 constituents in the current newsletter mailing list, via social media outlets, and neighborhood NextDoor App.

Mechanism for Communication

Over the course of the assessment, BB Imaging & Healthcare Consulting (the local HUB consultancy firm) and Germane Solutions will report to Central Health via the Community Engagement sub-committee monthly meeting.

Additional Surveys/Forums

Once existing surveys have been reviewed to determine comprehensiveness of survey participants, it will be determined if additional surveys are needed. Additionally, it will be determined if opportunities for formal and informal group representation have been extended to the community. If additional data is needed, events will be planned accordingly.

Project Planner

