NACDD Diabetes Council
Communications Plan 2012-2014

Internal audience

(DPCP coordinators, other DPCP staff, chronic disease directors, other chronic disease program coordinators)

OBJECTIVE 1 – Communicate Available Services and Resources

Desired Outcome	Target audience	Deliverable Description	How Often	Delivery Method	Assigned To	Date of Last Action	Current Status
Increased familiarity with NACDD website – start depends on website enhancement roll-out	DPCP Program Directors	Post committee minutes on website Create incentives to push members to the website	Start Nov 2011, ongoing Sometime 2012	Website	Trish M&CC		

Depending on website enhancements

- Promote using automatic notification of website posts (e.g., committee meeting minutes) and blog entries.
- Define purpose of and develop content for 'members only' area

OBJECTIVE 2 – Share information about DPCP progress and successes

Desired Outcome	Target audience	Deliverable Description	How Often	Delivery Method	Assigned To	Date of Last Action	Current Status
Increased knowledge about other DPCPs and impact of DPCP work	DPCP Program Directors Other DPCP staff CDC staff	*Topical* articles for publications	Articles appear in - Feb. (DM Alert Day – undiagnosed) - May - August - October (DM Month – diagnosed)	Vehicle TBD, based on content (possibilities include eBulletins, Chronicle, CDC Info You Can Use, listserv) Prompt directors with email message, seeking 'reports' (based on WI Gov. Reports)	M&CC recruits and/or Trish/Marti write		

Objective 3 – Communicate Diabetes Council Strategic Plan and Structural Changes

Desired Outcome	Target audience	Deliverable Description	How Often	Delivery Method	Assigned To	Date of Last Action	Current Status
Increased knowledge about Strategic Plan and its priorities and strategies, as well as progress	DPCP Coordinators	Post Strategic Plan on Diabetes Council website	ASAP	Website	Consultants		
		Post annual workplans on Council website	As approved	Website	Consultants		
		Post evaluation/impact information on Council website	Annually	Website	Consultants		
	Diabetes Council	Conference call to discuss plan accomplishments re: priorities & objectives – and their impact	Annually	Telephone	Gail/DC Board Chair-Elect		
Shared information about changes in Council (e.g., committee leadership, consultants, committee structure)	Diabetes Council members	Notices	As needed, as soon as possible	Post on website – message to look there?	Consultants		
Increased participation in Diabetes Council events and committees	Diabetes Council members	Inform membership of Diabetes Council activities: expanded committee progress reports	3/year each committee	Preferred - blog posts on enhanced website– need everyone to sign up for blog to receive	M&CC		
		Feature one committee and its members each time		Back-up or supplemental – *Info You Can Use*	M&CC		