

SDOH COMMUNICATIONS PLAN (Draft 9/4/19)

Communication Objectives		Communication Strategy		Communication Tactics What Data Will You Share and How will You Share it? Note: Think about the six sources of influence			
Audience	Audience Key Concerns	Key Messages (need, desire, consequences)	Strategy/Plan	Frequency	Vehicle	Who Develops	Who Delivers
Board of Directors	Cost/time	-Implementing the PRAPARE screening tool will help connect patients to the resources they need, which will build patient self-efficacy, reduce no-show rates and costs, and most importantly help our patients become healthier	- Presentations at Board meetings	Every 6 months	PowerPoint	Beth	Elisabeth/ Lisa
RCH Leadership	Additional Workload	-Implementing the PRAPARE screening tool will help connect patients to the resources they need, which will build patient self-efficacy, reduce no-show rates and costs, and most importantly help our patients become healthier	-Presentations at Clin-Ops -Chiefs meeting: Naomi, Lisa, Gaby, Harold Jessica	Every 3 months (Sept)	PowerPoint	Beth	Elisabeth/ Lisa
				Once	handout	Beth	Elisabeth/ Danny/Jed
RCH Providers	Additional Workload	-Implementing PRAPARE will help connect patients to the resources they need, which will build patient self-efficacy, improve patient outcomes, and create more joy at work with less burnout	-SDOH Ambassadors present at staff meetings at each site	Every other month	5 min modules	Beth	Ambassadors
			-Provider meetings (on hold)	As needed	Longer modules as needed	Beth	??
			-Email/video blasts	Every other week	In house & resources	Beth	SDOH workgroup

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RCH Staff	Additional Workload	-Implementing PRAPARE helps our patients- our friends, family and community- connect with the resources they need. It is the right thing to do and is also a professional development opportunity.	-SDOH Ambassadors present at staff meetings at each site -Email/video blasts	Monthly Every other week	5 min modules In house & resources	Beth Beth	Ambassadors SDOH Workgroup
Patients	Why do you want this personal information?	-We want this information so we can help.	-Posters -Videos and slides on TVs	Ongoing Ongoing	Poster Videos/slides	SDOH workgroup	N/A N/A
Outside referral orgs	How are referrals going to come to me? Workload?	-We would like to have good communication to improve our referral process and support our patients.	-Email communication	Once at beginning	Email	Coordinate with RCHC	