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| **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 |
| SRCH 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)Once | PowerPointhandout | BethBeth | Elisabeth/ LisaElisabeth/ Danny/Jed |
| SRCH 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-Provider meetings (on hold)-Email/video blasts | Every other monthAs neededEvery other week | 5 min modulesLonger modules as neededIn house & resources | BethBethBeth | Ambassadors??SDOH workgroup |
| SRCH 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 | MonthlyEvery other week | 5 min modulesIn house & resources | BethBeth | AmbassadorsSDOH Workgroup |
| Patients | Why do you want this personal information? | -We want this information so we can help. | -Posters-Videos and slides on TVs | OngoingOngoing | PosterVideos/slides | SDOH workgroup | N/AN/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 |  |