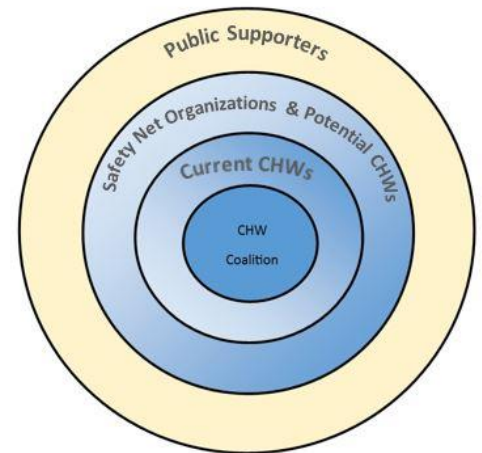


### Establish an “Army of Advocates” Target

The idea is to start with consistent “internal-based” communication with CHW Coalition member representatives—who, at the core, are the most effective advocates. Then, communicate with existing Community Health Workers. Then progressively continue with safety net organizations and potential CHWs to build an army of advocates who have consistent understanding about CHWs and who are prepared to share consistent messaging with others.



A) Revise previous two goals (“Increase public recognition of CHWs” and “Increase professional recognition of CHWs”) such as, “Grow understanding about Community Health Workers; and secondly, develop support for Coalition goals.”

B) Establish three objectives to achieve proposed goal and write three communication plans for each objective:

#### 1. Develop “internal” communication about CHWs and the work of our Coalition.

- Create an informational toolkit (fact sheet, membership logo sheet, Powerpoint, website page etc.) with Board-approved CHW scope of practice, job description, core skills and specific points from local and national research/literature review.
- Review existing or in-progress data reports, i.e. feasibility assessment, environmental scan and Leavitt Partners’ white paper.
- Establish database/spreadsheet/directory of Coalition representatives with contact information, resources, name/logo permission, referral suggestions, etc.
- Schedule one-on-one meetings with Coalition Advisory Board members to:
  - a) update them on Coalition work;
  - b) ask for feedback on Advocacy strategy;
  - c) share preliminary informational toolkit outlines;
  - d) ask for written permission to use name and logo; and
  - e) ask for referrals to other safety net organizations (not in Coalition) and potential CHW advocates to grow the “army.”
- Attend existing CHW meetings to get their feedback on a, b, and c above.
- Based on feedback and data report outcomes, write a communication plan to reach all Coalition members and existing CHWs (inner circles of the “army”).

#### 2. Develop a Community Health Workers’ “brand” and promote the certification process.

- Write communication plan and utilize informational toolkit to create a CHW brand.
- Develop a target audience list to include Coalition member representatives, existing CHWs, as well as those who don’t know they are CHWs, but who demonstrate the core skills and serve in similar CHW roles.
- Communicate certification training information and promote registration (particularly during UPHA CHW pre-conference?).

#### 3. Reach “external-based” audiences with CHW messaging to add more advocates, supporters and partners.

- Develop an outreach plan to build awareness, understanding and support for Coalition work using various communication channels.
- Rely on database/spreadsheet to develop target audience lists from Board referrals, legislators, representatives from Utah safety net organizations and potential CHW employer advocates.
- Components of a communication plan may include: expanding use of the informational toolkit by implementing a speaker’s bureau to make in-person presentations; engaging local and statewide media; developing a robust social media campaign; and establishing sustainable communications methods and role responsibilities.

#### Inventory of what we have:

- List of names and logos of Coalition members
- Literature review on national studies, local and national articles
- Advisory Board-approved CHW scope of practice, definition and core skills
- Certification training topics, LMS modules in development
- Existing data reports and feasibility document

#### Inventory of what we do not have, but need:

- Research results/data reports on Utah employers (environmental scan), and white paper on CHW effectiveness
- Database/spreadsheet/directory of Coalition members, CHWs, potential safety net organization supporters and potential CHWs
- Additional Advocacy Workgroup members to write communication plans and implement tactical action items
- Feedback and buy-in from Coalition Advisory Board regarding this strategy