Spring 2017 HEAL Network Leader Learning Circle  
Wednesday, March 22, 2017 | Community Partners | 10:30 am – 3:30 pm

OBJECTIVES

- Understand best approaches to messaging community-focused communications in the HEAL Zones.
- Identify gaps in communications strategies targeting HEAL Zone residents.
- Be prepared to draft (or revise) Phase 2 Communication Plans.

PRE-SESSION PREPARATION AND MATERIALS
Our Learning Circle will offer the opportunity, through brief video sessions and small group exercises, to delve into key chapters from the Communications Toolkit: A Guide to Navigating Communications for the Nonprofit World (copies to be distributed). We will also get to know (and use) the many associated on-line resources – which we hope you’ll share with the HEAL Zone partners.

In preparation for this session, we ask that each site send us their updated Communications Plan, examples of communications materials, and addresses for social media.

AGENDA

10:30 – 10:40 am    Welcome, Introductions and Framing    Judy Harper, Community Partners    Arpiné Shakhbandaryan, Community Partners

10:40 – 11:00 am    Proposal for “Reflect and Revise” Meetings    Kaiser Permanente’s Clara Steimberg and Ceping Chao will engage sites in a discussion of proposed agendas and scheduling of Phase 2 meetings.

11:00 am – 12:00 pm    Creating a Core Message for your Community    It’s time to re-visit your approach to talking about the HEAL Zone! What is your “cause”? How can you accelerate and deepen resident knowledge and understanding of what it means to live in a HEAL Zone? In this session we’ll share and refine our current core messaging and discuss how to involve partners and residents in HEAL Zone communication strategy.

12:00 – 12:45 pm    Networking Lunch

12:45 – 1:15 pm    Customizing Your Message for a Diverse Resident Base    We know that HEAL Zone residents are young and old, singles and families, renters and homeowners and from diverse ethnic, racial and educational backgrounds. How can we adapt our core messages for different audiences? Small groups will choose the target audience and draft a customized approach.
1:15 – 2:15 pm  **How to Choose a Messenger**
Understanding who and what influences different audiences will help you to better determine the best messenger. In this exercise, we’ll break it down, identifying strategies (including communications training) to ensure your messages are not only being heard, but really listened to!

2:15 – 2:30 pm  **Physical Activity Break**

2:30 – 3:15 pm  **How to Choose Social Media**
What’s your communication goal and who are you trying to reach? When it’s the right time to move beyond flyers, face-to-face and phone, which platform is right? We’ll look at current HEAL Zone social media messaging – and discuss how we might be more intentional and targeted in the ways we communicate via social media.

3:15 – 3:30 pm  **Elements of an Effective Communications Plan**
Building on the day’s learning, send you off with marching orders for new (or renewed) HEAL Zone communications strategies.