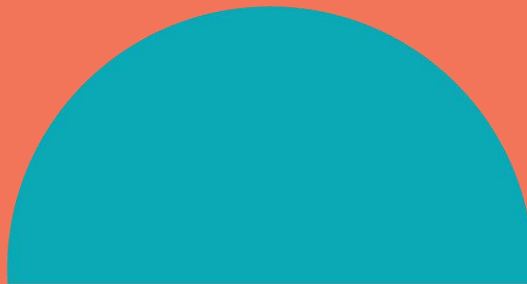# Perinatal Quality Collaboratives Communication Planning Tool

Perinatal Quality Collaboratives Communication Planning Tool

The purpose of this document is to assist Perinatal Quality Collaboratives (PQCs) in their communications planning. We have developed a set of guidelines and tools, including instructional content, initial examples, and templates, to help you get started effectively.

1

Everything You Do Communicates: Align all actions with the organization's purpose and develop communication methods that facilitate the PQC's work and inform key audiences to achieve your mission.

2

Know Your Audience: Listen, observe, and ask questions to understand what matters most to your audiences, how and where they get information, what they need or want to know, and how they want to engage with you.

3

Craft Clear Messages: Create simple, clear, purposeful communication designed to deliver key messages and allow audiences to go deeper as needed.

4

Design Engaging Interactions: Map a "customer experience" based on insights from your audience. Identify consistent touchpoints to disseminate information and engage your audiences (start with a few touchpoints, such as your website, presentations, and emails, then expand as your capabilities and audience needs evolve).

5

Capture Learning and Iterate: Create a learning system to gather feedback, even if anecdotal, to help you refine your methods and messaging continuously.

A structured framework for developing a comprehensive communication strategy that ensures consistent and purposeful messaging across the organization. This plan is typically created annually and updated quarterly or as necessary.
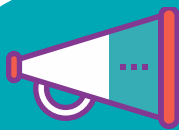
GOALS

What are we aiming to achieve?

AUDIENCE

Who we are aiming to reach and engage?

MESSAGING

What do you want to communicate?

CHANNELS

How are we planning to communicate?

A. **Goals** define the role of communications in supporting the organization's efforts and outline the overall objectives. These goals should facilitate the organization's work and effectively communicate its impact.

- o Example 1: Enhance the visibility and impact of our work by (1) sharing compelling impact data and stories; (2) disseminating key findings and best practices; (3) educating the provider community and partners about Quality Improvement (QI) initiatives; and (4) informing policymakers about the improvements in patient care quality and reductions of maternal and infant morbidity and mortality.
- o Example 2: Increase the recognition and branding of the (name) PQC as a trusted source of information and place to engage in state/regional efforts to improve maternal-infant health.
- o Example 3: Create a feedback loop for clinical and community partners to provide insights that will inform future projects and focus areas.
- o Example 4: Ensure clinical contacts are regularly updated with the latest news in the maternal and neonatal fields, PQC efforts and updates, and educational opportunities. Maintain and manage separate contact lists by hospital and by staff role to communicate relevant information to the appropriate audiences.

B. **Objectives** outline the specific and measurable outcomes or results the overall communication plan aims to achieve. These objectives can be defined overall and/or tailored to specific audiences.

- o Example 1: Generate awareness among providers to increase the number of partners actively participating in our initiatives. Aim to add 50 new partners to our database within the next six months (specify numbers).

C. **Key challenges** identify any hurdles or barriers that may impact the effectiveness of the communications plan.

- o Example 1: maintaining an up-to-date database of contacts, organizing listserv into groups to deliver specific/targeted communications.
- o Example 2: capacity issues – having staff and funding dedicated to communications work (updating the website, managing social media, etc.).

A. **Relevant audiences:** Identify the priority audiences, understand their needs, and ensure the communications aligns with these needs. Describe the people you aim to reach and engage with this communication, including internal and external audiences that need to be informed or engaged regularly given their importance to the work, including key partners on whom the work depends or who can be influential to the targeted audiences.

Examples:

- o Healthcare providers, including clinicians, nurses, public health staff from health departments, universities, and hospital associations and other perinatal health professionals.
- o Patients, families and general consumers.
- o Community action agencies and public health partners
- o Hospitals and their staff
- o Leadership and workgroups
- o Home visiting programs
- o Local/state chapters of national organizations such as American Academy of Pediatrics; American College of Nurse Midwives; Association of Women's Health, Obstetrics, and Neonatal Nurses; and March of Dimes
- o Funded and non-funded partner organizations
- o Decisionmakers/ Policymakers
- o Private health insurers
- o Medicaid agencies
- o CDC, other federal agencies
- o Media/public

B. **Gather relevant audience insights:** Start by interviewing a select group that represents your key audiences. Find out what matters most to them (their areas of focus, needs, challenges/problems you can help them with), how they prefer to receive information or engage with you, and any needs they have that your communication can address.

o   **Example 1:** Hospital partners prioritize maternal and neonatal care by reducing perinatal morbidity and mortality rates and enhancing patient satisfaction. They require comprehensive staff training in perinatal care best practices and access to the latest strategies and technologies. Due to time constraints, they are unable to prepare and conduct this training themselves. Therefore, they need a reliable and up-to-date resource to deliver this essential training. They prefer to receive their information either via webinar or toolkit that enables them to design their training.

o   **Example 2:** Policy makers promote equitable access to quality perinatal care and aim to reduce healthcare costs associated with complications. They lack data-driven evidence to support policy decisions and successful models of perinatal care improvement or collaboration with healthcare providers and other partners. They value having a website/resource they can reference or receiving information via email.

C.   **Establish an audience learning loop:** This can be achieved by continuously updating this document with insights into the audiences you serve and need to engage. Regularly incorporate new information gathered from your interactions and feedback, ensuring it reflects the evolving needs and preferences of your audiences and stakeholders.

A. **Key messages** are central to effective communication, ensuring consistency and clarity in all interactions with your selected audiences. Develop overall key messages and tailor them to each audience. Effective messaging typically includes a concise main message, highlights the benefits, and provides a clear call to action (e.g., where to find more information, including QR codes, websites, phone numbers, etc.).

- o Overall Example:
    - o Main Message: Our PQC is committed to enhancing the health and well-being of mothers and infants through innovative, evidence-based practices and collaborative efforts.
    - o Benefits: By working together, we can reduce perinatal morbidity and mortality rates. Our initiatives provide healthcare professionals with the latest research, comprehensive training, and a robust support network to drive continuous improvement in perinatal care.
    - o Call to Action: Join us in our mission to transform perinatal care. Visit our website for more information, scan the QR code to access our resources, or contact us directly to learn how you can get involved and make a difference.

B. **Tailored messages** are customized to resonate with each specific audience group. Consider their priorities, needs and communication preferences to make the message relevant and impactful.

- o Tailored Example for policy makers:
    - o Main Message: Our PQC is dedicated to enhancing maternal and infant health outcomes through evidence-based practices and collaborative initiatives that align with public health goals.
    - o Benefits: By supporting our collaborative efforts, policymakers can drive significant reductions in perinatal morbidity and mortality rates, promote equitable access to high-quality healthcare, and achieve long-term cost savings for the healthcare system. Our initiatives provide crucial data, successful models of care, and resources that can inform and strengthen health policies.
    - o Call to Action: Partner with us to shape the future of perinatal care. Visit our website for detailed reports and case studies, scan the QR code to access policy briefs, or contact us directly to discuss how we can work together to improve maternal and infant health outcomes in our community.

Communication Channels to Reach Intended Audiences (Disseminate).
Utilizing various communication channels is crucial for effectively reaching and engaging your intended audiences. For example, social media platforms like Facebook, Instagram, and X (Twitter) offer extensive reach and are excellent for audience engagement. However, these platforms can also attract negative feedback and be time-consuming to manage.

To mitigate these challenges, consider establishing a content calendar with pre-planned messaging that can be easily updated and pre-programmed for posting. Tools such as Sprout Social, Zoho Social, Buffer, Hootsuite, and Social Pilot can assist with this, offering both free and low-cost versions with varying functionalities.

For more information on social media management software, refer to this resource (https://www.forbes.com/advisor/business/best-social-media-management-software/).

Additional examples of communication channels, along with their advantages and disadvantages, are presented in the table below.

COMMUNICATION METHOD	ADVANTAGES	DISADVANTAGES
Brochures, Posters, Flyers, Bill Inserts, One-Pagers	Cost-effective for local promotions or outreach	Limited reach, short lifespan (cannot be updated)
Email, Newsletters	Allows for personalized messages, establish direct line of communication with audience, great for brand awareness, scalable to large audiences	Spam filters, limited engagement/interactivy, limited outreach (only those opted-in to revceive email)
PQC Webiste, Partner and Other Webistes, Online Forums	Centralized hub for information to direct audiences to; help establish credibility	Can be costly, needs regular maintenance (to make sure contents is updated)
Podcasts and Other Forms of Audio Communication	Build authority as the expert on the topic, wider/global reach, can help build a following	Passive audience, time-consuming (i.e., build and audience/create engaging content and editing)
Reports, Presentations	Engaging, allowing for audience participation, adaptable, strong call to action	Limited reach, location-specific unless done as a webinar
Workshops, Seminars or Events	Hands-on learning, networking, high engagement	Costly, limited reach, location-specific
Local Media/Press Releases and interviews	Credibility, wide exposure, cost-effective way to gain exposure	Limited control in how your message is presented in local media

Dissemination Planning

    Implementation components to include in the communications plan:

- o Timeline outlining the development, launch and management of the communication activities, including key milestones (Workplan tool included below)
- o Budget: Allocation of resources, responsibilities, and budget for each activity
- o Measurement and Evaluation: Identify how activities will be measured (build on guide to write an evaluation plan), how feedback will be gathered, and a process for improvement based on results and feedback. For example:
  - o Visitation counts or number of people receiving materials, attending screening/events, etc.
  - o Post event/communication survey
  - o Engagement metric on digital, social or web platforms

    Additional Guidelines or Considerations:

- o Communication/Brand/Graphics Guidelines and standards
- o Legal or content requirements
- o Approval process

Templates & Tools

Templates and resources have been designed to help PQCs effectively communicate their messages to their intended audiences. These templates also serve as a framework for developing relevant material, ensuring that important elements are always included. The templates are easily customizable to fit diverse situations and audiences, allowing you to adjust messages to specific needs while maintaining overall consistency.

Communications Brief

A communications brief is a document that provides context and information to help the team create content that conveys a message to a target audience. It can help ensure that each communication has a consistent voice and a strong message, and that it focuses on the benefits to the audience.

Communication briefs can help you align internally and with external partners on the needs and parameters a specific communications project must address. While not every project will require a brief, getting into the practice of writing them helps clarify the purpose and direction you want the communications project to take.

A succinct brief includes:

    A.   Project Purpose and Objectives

    B.   Audience

    C.   Key Message

    D.   Strategy

    E.   Project Parameters

A.   Project Purpose & Objective:

Purpose: [Specify the intent of the project.]

    o   Examples: Develop a newsletter to inform hospital partners; Develop a social media calendar with monthly/weekly topics that correspond with our work and the interest of our audiences;

    o   Develop an annual impact report to inform key stakeholders.

Objectives: [Define what you hope to accomplish and how you will evaluate if the project was successful.]

    o   Examples: Increase awareness of results of our quality improvement projects through increased social media posts by 50% within 6 months and webpage views by 60% within 9 months.

    o   Recruit participants for webinars, office hours, newsletters, conferences, etc.

    o   Promote webinars to increase attendance.

B. Audience: [Specify the audience(s) you aim to engage with this project and any key insights on their needs.]

C. Key Message(s): [What are the specific messages you want to communicate to the relevant audience?]

D. Strategy: [How do you want them to receive them and what do you want them to do? (call to action).]

E. Project Parameters: [Include any considerations in terms of how the project will be disseminated, considerations such as graphics standards, timing, guardrails (things to avoid) and budget.

Communications Brief

A.   Project Purpose & Objective:

Purpose:

Objectives:

B. Audience:

C. Key Message(s):

D. Strategy:

E. Project Parameters:

An implementation plan outlines the tasks and timelines needed to accomplish the goals and objectives of the communications.

Sample Plan [What are the tasks and activities needed to complete the objectives of the communications?]

PHASE	TASK	RESPONSIBILITY	DUE DATE	Q1	Q2	Q3	Q4
Strategy & Message Development	Form a comms taskforce	PQC leadership or Comms specialist					
	Create core messages tailored to each audience	Comms taskforce or subject matter experts					
Content Creation	Develop content including reports, infographics, videos or webinars	Comms specialist, graphic designers					
	Update PQC website with new content	Comms specialist, digital team					
	Create social media strategy	Comms specialist, social media manager					
	Launch monthly newsletters	Comms specialist					
Events & Trainings	Develop and organize webinars	Comms specialist, taskforce					
	Organize online trainings	Taskforce, training coordinators, guest speakers					
	Present at key healthcare conferences	Comms specialist, PQC leadership					
Feedback & Evaluation	Collect feedback from stakeholders	Comms specialist					
	Evaluate dissemination efforts	Comms specialist					

Evaluation Metrics: [How will you measure the impact of your efforts?]

- o   Reach: Number of website visits, social media followers, newsletter subscribers
- o   Engagement: Attendance at webinars and events, feedback from stakeholders
- o   Impact: Adoption of best practices, policy changes influenced, improvements in maternal and infant health outcomes

PHASE	TASK	RESPONSIBILITY	DUE DATE	Q1	Q2	Q3	Q4

Evaluation Metrics:

Reach:

Engagement:

An elevator speech is a brief, 30-second to 1-minute persuasive speech that you use to spark interest in what your organization does. It is a powerful tool that helps you communicate your message effectively and efficiently.

1. **Start with a strong opening** [grab the listener's attention with a compelling fact or question]

2. **Explain who you are and your overarching goal** [briefly define PQCs in simple terms]

3. **Emphasize the need** [explain why PQCs are necessary and the issues they address]

4. **Outline key activities** [mention the main activities and initiatives PQCs undertake]

5. **Share success stories or data** [provide specific examples of PQCs positive impact]

6. **Engage the listener** [encourage the listener to support or get involved with PQCs/ provide them with a call to action]

Sample: [This example incorporates steps 1-6]

Did you know that providing improved perinatal care can significantly reduce infant mortality rates in Vermont? Perinatal Quality Collaboratives, or PQCs, are networks of healthcare professionals dedicated to improving the quality of care for mothers and babies. Every year, far too many mothers and infants suffer from preventable complications during childbirth. PQCs work to identify and resolve gaps in perinatal care to ensure better outcomes. We collect and analyze data, implement evidence-based interventions and educate healthcare providers. In our state alone, there has been a 20% reduction in severe maternal complications and improved health outcomes for newborns. By supporting PQCs, you can help us ensure that every mother and baby in Vermont receives the highest standard of care. Here's how you can help [Call to Action].

Tips and considerations:
If you send this in writing, then you can include more information, but keep it to half a page. The purpose is to grab their attention and get them to continue the conversation with you or your organization.

1.   **Start with a strong opening**

2.   **Explain who you are and your overarching**

3.   **Emphasize the need**

4.   **Outline key activities**

5.   **Share success stories or data**

6.   **Engage the listener**

A 1-pager is a concise, visually appealing document that provides essential information about a topic or organization.

1. Define Your Audience

o Identify the audience: Consider who will be reading the 1-pager (e.g., healthcare professionals, potential donors, policymakers, the public).

o Tailor the content: Ensure the language and information are appropriate for the audience's level of understanding and interest.

2. Structure Your Content

o Title: Create a clear, concise, and engaging title.

o Introduction: Write a brief introduction explaining what PQCs are.

o Key Sections:

  o Overview: Provide a general overview of PQCs.

  o Mission and Goals: State the mission and main goals of PQCs.

  o Activities: Highlight key activities and initiatives undertaken by PQCs.

  o Impact: Showcase the impact and success stories of PQCs.

  o Call to Action: Encourage the reader to get involved or support PQCs.

3. Design Elements

o Visual Appeal: Use a clean, professional layout with a balance of text and images.

o Branding: Incorporate your organization's colors, logos, and fonts if applicable.

o Images and Graphics: Use relevant images and graphics to illustrate key points and make the document visually engaging.

o White Space: Ensure there is enough white space to avoid clutter and make the document easy to read and recall key information.

4. Write Concise Content

o   Be Brief: Keep sentences and paragraphs short and to the point.

o   Use Bullet Points: Use bullet points for lists to enhance readability.

o   Highlight Key Information: Use bold or italics to emphasize important points.

5. Design Tips

o   Header: Include the title and a relevant image or logo.

o   Sections: Use clear headings for each section.

o   Visuals: Add charts, infographics, or photos to illustrate points.

o   Footer: Include contact information and social media links.

An email blast is a method of sending a single email message to many recipients simultaneously. Email blasts can be an effective tool to send event invitations and share newsletters with your audiences.

Subject Line
o Keep it concise and clear. It should provide a snapshot of the email content.
o Include a call to action or a compelling reason to open the email.

Introduction
o State the purpose of the email right away.
o Keep it brief and to the point.

Body
o Provide detailed information. Break it into sections with subheadings if necessary.
o Use bullet points for clarity and readability.
o Include relevant links or attachments for additional resources.

Call to Action
o Clearly state what you want the recipient to do next.
o Provide a deadline if applicable.

Conclusion
o Summarize the key points or restate the call to action.
o Offer to provide further assistance or answer questions.

Signature
o Include your name, title, and contact information.
o Add any relevant social media links or website information.

Tips and Considerations
o Segment your audience so you can tailor your messages to different groups.
o Use a clear call to action so recipients know what to do next.
o Regularly update and clean your email lists to remove inactive or invalid email addresses.
o Ask recipients to opt-in to ensure you have relevant audiences interested in the topics or information you will share.

Banners are graphical or text-based ads that appear on websites or social media platforms. They are designed to catch the viewers' attention and encourage them to take a specific action (i.e., visiting a website, or signing up for a newsletter).

Display Banners - Learn more at https://www.match2one.com/sv/standard-banner-sizes/ and https://www.creatopy.com/blog/banner-standard-sizes/

Standard sizes

NAME	SIZE	USE	DIAGRAM
Mobile	320 x 50 px	Optimized for mobile and is generally pinned at the top or bottom of the screen	
Medium Banner	300 x 250 px	Works well on both desktop and mobile. Performs best when placed whitin text or at the end of content.	
Half page	300 x 600 px	Best for ad presentation. Best for grabbing attention.	
Wide Skyscraper	160 x 600 px	Covers both above-the-line areas. Difficult to miss and provides ample space for creative	
Leaderboard	728 x 90 px	Placed at the top of webpage where it is generally most successful. Can Also be placed at the footer	

Graphics from https://www.publift.com/blog/common-banner-ads-sizes

Best Practices

o Used on websites to showcase key messages.

o Can provide shareable graphics/ banners for partners to place on their sites.

o Generally, display banner assets need to be optimized to smaller file sizes so that they don't slow down website loading speed.

o They should always be in 72dpi for web and generally between 50-150KB. For static display banners, typically JPGs or PNGs.

Creative Considerations

o Compelling visuals that draw you in with minimal text (just a strong headline).

o Goal is to drive action and get people to click through to wherever is linked.

o Call To Action (CTA) button:

      o Should contrast to background and imagery.

      o Should be as large as possible (without distracting from other elements) and use short and. recognizable CTA language (ex. Learn more, etc.).

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Sharing Images and Videos

- Step 1: Generate the Creative
    - Use natural light when filming video,
    - Record video in the social media platform application,
    - Utilize in-app editing features.
    - Review and Re-Record if needed.
    - Standard image sizes are vertical 1080x1920 (9x16), which is preferred, or square 1080x1080 (1x1).

- Step 2: Choose the message you would like to communicate
    - Accompanying each message should be a video and/or an image/carousel of images.
    - Ensure that if a post is associated to a specific narrative, the order of the images posted follows the intended narrative.

- Step 3: Select your social media channel
    - Ensure that video and images are in optimal formats for each social channel.

- Step 4: Prepare your caption
    - Captions should be based on key messages.
    - Ensure to use relevant hashtags.
    - Caption Length:
        - Short: X/Twitter and Instagram.
        - Medium: Instagram, Facebook, X/Twitter.
        - Long: Instagram, Facebook, X/Twitter, and LinkedIn.
- Step 5: Post
    - Use Hashtags
        - Allowing people outside of your network to see your post.
    - Posting Frequency
        - Posting once weekly for a three-week period optimizes communication, with each post geared to a particular key message.
        - Posting can also occur with on an occasion-base with a particular message.

Conveying the right message in the most interesting way possible

- Know your audience and be authentic.
- Be familiar with the messaging to be able to communicate it in a creative way.
- Be accurate- ensure spelling and grammar are correct.
- Speak to experiences that the audience will resonate with, encourage them to engage in communication.

Best Practices: Facebook

Quick Tips

- Use hashtags where appropriate.
- Maintain your usual tone whilst being informative.
- Key points of the message should be at the beginning of the caption.
- Use images/GIFS/videos when possible.
- Keep captions short.

Media Use

- Horizontal images work best.
- Both vertical and horizontal videos work for posts. For stories, ensure the use of vertical videos.
- Video length should be kept within the range of 30-60 seconds.
- Length of story post is limited to 15 seconds.

Best Practices: Instagram

Quick Tips

- Hashtags are important to ensure that posts can be easily found in a search.
- Key points of the message should be at the beginning of the caption.
- Alternate content between images, videos, and story posts.
- Direct links should be in the profile's bio. Links cannot be clicked in captions or on images. Clickable links can be found in paid advertisements or in the stories of verified accounts.
- Keep captions short.
- Tag or mention relevant accounts to increase the likelihood of posts being seen and shared.
- Use make use of creative effects, text, and stickers to make stories more engaging.
- Stories can direct people to in-feed posts.

Media Use

- Instagram grid post in the 1080x1920 sizing.
- Horizontal videos can be used for Instagram TV.
- Vertical videos should be used for stories and grid posts.
- Pictures and videos can be captured within the app.
- Video length should be kept within the range of 3-60 seconds.
- Instagram TV and Reels video length should be kept within the range of 15-30 seconds.
- Videos in stories should be kept to 15 seconds in length.

Best Practices: X (Twitter)

Quick Tips
- Limit hashtag use to 1-2 per Tweet.
- Ensure that captions are kept short and conversational.

Media Use
- Horizontal images and videos are best suited for this platform.
- Video length should be at a maximum, 2 minutes and 20 seconds.

Best Practices: LinkedIn

Quick Tips

o Given that this is a work/career focused platform, the tone should be personable but professional.

o Ensure to the use of hashtags (keep to 3).

o Tagging users and company profiles will raise their awareness to your content.

o The use of links in caption is supported by this platform.

o It is best to post during working hours.

Media Use

o Horizontal images and videos work best.

o Video length can range from 3-10 minutes. The recommended length is 30-60 seconds.

Protect your profile

o Always verify that the facts you are posting are correct.

o Make note of copyrights.

o Take caution when providing medical advice.

o Maintain professional boundaries.

o Do not engage with trolls.

o Remember that you can block accounts sending abuse or spam.

Comments to reply too:

o Genuine medical questions.

o Appreciation/positive comments on the post.

o Questions about how to get help/get involved/learn more.

Comments to ignore:

o Abusive language.

o Questions that are repetitive (users can find answers in the post's thread).

o Emojis.

o Misinformation.
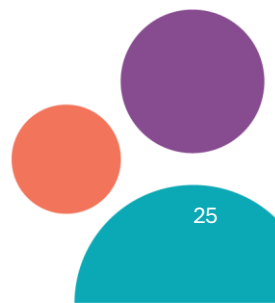
Paid Social

Boosting a Post: Consider boosting posts that receive high engagement or are a high interest topic, to reach and attract a broader audience with your post.

- o Set a goal.
- o Add an action button.
- o Define your audience.
- o Set the budget and duration of the ad.
- o Establish the placement of the ad.
- o Other Considerations:
    - o Set the website as the destination of the post.
    - o Start with a popular post.
    - o Have high-quality creatives.
    - o Boost posts that resonate with current trends.
    - o Boost a post for a set period (ex. one week).

Create Ads: Consider creating ads when you intend to reach a targeted audience with a targeted message

- o You must first consider:
    - o What is your objective?
    - o What will the message be and how will it be conveyed?
    - o Who do you want to see your ad?
    - o What is your budget? How do you plan to allocate your funds to reach your intended audience over the campaign's specified timeframe?

Shareable posts for partners are pieces of content specifically designed to be easily shared by your partners, collaborators, or affiliates on their own social media platforms, websites, or other communication channels. These posts help amplify your message, reach a broader audience, and enhance the partnership's visibility and effectiveness.

o Design social media posts and digital banners following the creative guidelines outline on pages 22-26 of the document.

o Select messages and creative sizes that best suit your partners' messaging goals and needs.

o If you have the opportunity, ask your partners what messages, resources and formats would be the most helpful.

o For social media assets, consider different sizes and provide post copy to accompany the visual. Be aware of the various character limits each platform may have.

o For digital display banners, work with your web team to provide an embed code so partners can easily plug this into their website backend to drive traffic to the destination URL from the CTA button (making it clickable).

o If the goal is for partners to download these to share and click to your website, you need to work with your web team to add an embed code underneath the sharable assets.