##### NH PM SLT Work Groups’ Action Planning Form

**PR/Communication Work Group**

**Date**: 3/16/21, updated 5/18/21

**Goal/Vision:** To support all aspects of the NH Pyramid Model State Leadership Team with communication and public relations needs

**Objective:** To create an internal communication plan (within PMSLT)

**Team/Work Group Members:**  Stephanie Therrien (Co-lead), Tammy Vittum (Co-lead), Kristi Hart, Krisha Dubreuil, Joan Izen, Rob Corso, Hannah Maynard Yung, Dawn Varney, Donna Massucci, Erin Kalanick, Hillary Pincoske (scribe)

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| BoQ Item# | **Strategies to Achieve Objective** | **Timelines, Persons Responsible,** | **Resources Needed** | **Indicators of Success & Evaluation Plan** | **Date & Status or Date Completed** |
|  | Identify point person for each workgroup | Michelle & Tammy | email | List of contacts is in communication plan | 4/19/21- complete |
| 4/16/21 - emailed Joan for info.: PR/Communication-Tammy Vittum & Stephanie Therrien; PD-Sarah Henry & Tracy Pond; Implementation Sites-Krisha Dubreuil & Denise Martin (unconfirmed); Data & Eval-Rob Corso (temporary) | | | | | |
|  | Look at sample communication plans | Rob | Samples | Emailed out to work group | 3-28-21 |
| 3/16/21 - Rob emailed samples from PMC <https://drive.google.com/drive/folders/1x2zVKH3q3NzjI77wLg5cehEuwUeVaSSv?usp=sharing>  3/28/21 - shared with workgroup | | | | | |
| 27 | Create a visual to identify communication feedback loops |  | Erin’s assistance | Visual complete and ready to share |  |
| 3/28/21 Tammy shared very rough draft of a feedback loop visual with group  <https://docs.google.com/drawings/d/1PbkpF6JgtGbOLZ9aOwxwezuV-gTLPeJaRpLn-gVeUxQ/edit?usp=sharing> | | | | | |
|  | Create a template when a workgroup needs PR/comm. assistance |  |  | Form shared with Work Groups |  |
| 3/28/21 Tammy share draft of a Google Form for this purpose  <https://docs.google.com/forms/d/1HUkDjgspzbEUHkneO158XOoGkZJ5KP8qN9t1O2t8b1g/edit?usp=sharing> | | | | | |
| 27 | Create a written internal communication plan |  | Erin’s assistance |  |  |
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**Goal/Vision:** To support all aspects of the NH Pyramid Model State Leadership Team with communication and public relations needs

**Objective:** To create an external communication plan

**Team/Work Group Members:**  Stephanie Therrien (Co-lead), Tammy Vittum (Co-lead), Kristi Hart, Krisha Dubreuil, Joan Izen, Rob Corso, Hannah Maynard Yung, Dawn Varney, Donna Massucci, Erin Kalanick, Hillary Pincoske (scribe)

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| 3/16/21 - Rob emailed samples from PMC <https://drive.google.com/drive/folders/1x2zVKH3q3NzjI77wLg5cehEuwUeVaSSv?usp=sharing>  3/28/21 - shared with workgroup | | | | | |
|  | Review draft plan ideas | April meeting |  |  |  |
| 3/28/21 - Tammy shared ideas for a draft  <https://docs.google.com/document/d/1HCqQlhlIvm0DaxudWLHSP48Pk-tZdueKBYZ7ZPLh5-o/edit?usp=sharing> | | | | | |
| 21, 22, 23, 30 | Fill in blanks on the document | May meeting | Link to document | Boxes are filled in or we have follow up contacts to do so |  |
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**Objective:** To create and disseminate the 2021 PMSLT Annual Report

**Team/Work Group Members:**  Stephanie Therrien (Co-lead), Tammy Vittum (Co-lead), Kristi Hart, Krisha Dubreuil, Joan Izen, Rob Corso, Hannah Maynard Yung, Dawn Varney, Donna Massucci, Erin Kalanick, Hillary Pincoske (scribe)

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| BoQ Item# | **Strategies to Achieve Objective** | **Timelines, Persons Responsible,** | **Resources Needed** | **Indicators of Success & Evaluation Plan** | **Date & Status or Date Completed** |
| 21 | Review notes from previous annual report | Tammy & Stephanie  4/29/21 | Zoom |  | 4/29/21 |
|  | | | | | |
|  | Draft layout | Stephanie | Time! | Draft layout presented to Workgoup - |  |
| May meeting: draft layout presented to workgroup, looked at other state Annual reports | | | | | |
|  | Collect necessary data/info. | All team members | Feedback Loop form for other workgroups |  |  |
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|  | Professional editing | Erin |  |  |  |
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**Date: \_\_\_\_\_\_\_\_\_ Present: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Notes: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Goal/Vision:** To support all aspects of the NH Pyramid Model State Leadership Team with communication and public relations needs

**Objective:** To create an maintain a NH Pyramid Model Website

**Team/Work Group Members:**  Stephanie Therrien (Co-lead), Tammy Vittum (Co-lead), Kristi Hart, Krisha Dubreuil, Joan Izen, Rob Corso, Hannah Maynard Yung, Dawn Varney, Donna Massucci, Erin Kalanick, Hillary Pincoske (scribe)

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| BoQ Item# | **Strategies to Achieve Objective** | **Timelines, Persons Responsible,** | **Resources Needed** | **Indicators of Success & Evaluation Plan** | **Date & Status or Date Completed** |
| 23, 30 | Review information from previous workgroup website reviews | All workgroup members | document | Emailed out to work group |  |
| May 2021: Here is the document containing our previous research: https://docs.google.com/document/d/1HCqQlhlIvm0DaxudWLHSP48Pk-tZdueKBYZ7ZPLh5-o/edit?usp=sharing | | | | | |
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**Benchmarks of Quality pertaining to PR/Communication Work Group**

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| **Benchmarks of Quality** | **Score from 12/20** |
| 21. The SLT develops an annual written report on the progress and outcome data and distributes it to programs, funders, and policy makers. [Beginning with Initial Implementation] | **1**  1 report completed; no outcome data; need to improve distribution plan |
| 22. The SLT identifies and implements dissemination strategies to ensure that stakeholders are kept aware of activities and accomplishments (e.g., website, newsletter, conferences). [Every Stage | **1**  Those in the field may be aware of the SLT but not “kept aware of….” |
| 23. The SLT develops a written awareness and marketing plan that includes a presentation (e.g., presentation based on annual data and report) to policy makers and current and potential funders. It is used to recruit programs and individuals to participate in the EBPs initiative. [Initial Implementation Stage] | **0**  Some beginning conversations but no written plan |
| 27. The SLT develops written communication protocols for regular feedback from staff who are charged with implementing the EBPs as well as the Program Coaches, demonstration sites, implementation sites, and communities. The protocols focus on bringing to light any challenges that need to be attended to by the SLT and that cannot be resolved by individual programs or staff. [Initial Implementation Stage] | **0**  Sense that there are some systems in place but not well documented; no clear feedback loops from workgroups to SLT |
| 30. The SLT develops and employs mechanisms for communicating with families about the initiative.  [Every Stage] | **1**  2 Tip Cards for families developed and disseminated; need to develop more intentional mechanisms |
| 31. The SLT develops mechanisms for family members to provide feedback at least annually on the quality of the EBPs experienced by their children. [Every Stage] | **0**  No formal mechanism developed |