A Few Reasons You’ll Want to Communicate

- **Remain Compliant with Rulings & Regulations**
    - Reports need to be made “widely known”
  - PHAB Standards & Measures
    - Distribution of report to partner organizations & population served by health department

- **Help strengthen relationships with community partners**
  - In turn, strengthen programs available to your community

- **Build a strong foundation for future assessments**
  - An engaged community is an amazing asset!
What and How Should You Communicate?

- Highlight Key Messages
  - What did you accomplish?
  - Who did you engage?
  - What are your priorities?

- Document Assessment with Written Reports
  - Implementation Strategy & Final Report
    - Required to be publically available on website
    - Implementation Strategy attached to 990H
    - Approved by your Governing Body
  - Reports should include:
    - Definition of community
    - Assessment methodology
    - Community participation, consultation, collaboration
    - Prioritization of health needs
    - Existing resources

- Regulations require you to post to your website
  - New guidance: Must remain available on the web until two subsequent assessments are conducted
How We Communicate at Backus

• **What we did in 2010**
  - “Unveiling” event held with 100+ audience members
  - Posted all reports to the web and publicized memorable URL extension (“/healthsurvey”)
  - Press releases, radio interviews, health system magazine cover story

• **What we’re doing in 2013**
  - Key stakeholder data review and input
    - 49 participants
    - Half-day “prioritization” session
    - Subsequent planning session in the works
  - Cover article of April’s *Healthy Connections*
    - 90,000 household direct mail distribution
  - Featured in Backus weekly newsletter
    - Distributed throughout Hospital, and available to public on website, reaching 1,800+ readers
  - Press releases in local papers
  - Posted all reports to the web
    - Also shared via social media
  - Preparation underway for health summit this fall
    - National trends will be discussed and health survey shared

[www.backushospital.org/healthsurvey](http://www.backushospital.org/healthsurvey)