



Mission: RISE Cowley promotes healthy lifestyles by collaborating to raise awareness and encourage involvement for residents of Cowley County, Kansas.

Subcommittee Report

Committee Name: Communications

Short-term Outcomes: Continue to enhance online presence via website and social media; Share survey results with community; Raise awareness of BCBS Pathways grant opportunities; Develop a regular content calendar to include social media and press coverage

Intermediate Outcomes: Engage with other Cowley County PIOs; Successful communication of Pathways opportunities to potential grantees

Long-term Outcomes: Public is aware of RISE Cowley initiatives and has a greater understanding of the benefits of healthy living

Co-Chairs of Committee: Sarah Bryant and Andrew Lawson

Committee Members: *Present:* Sarah Bryant and Andrew Lawson, Grant Coordinators: Rylee Blanton and Charissa Wall; *Invited:* Kaydee Riggs-Johnson, Clayton Pappan, Kayleigh Lawson

Date of Last meeting: 3/23/2018

Date of Next meeting: 4/24/2018, 9am, Steamy Joe

Action Items In Progress/Pending:

- Committee members to individually review BCBS Pathways Social Media Guidelines & bring (or email) content ideas to Andrew Lawson for a brainstorm session following Steering Committee meeting on April 4th at 2:30pm at the health department
- Start importing tasks to Trello for online content calendar and add users (AL)
- Create Healthy Happenings worksheet for full coalition meetings (SB)
- Check on Chamber Coffee & Third Thursday host opportunities (RB & CW)
 - **Budget Requirements:** see below

Action Items Completed:

- Developed outcomes for Communications committee
- Developed process for turning Healthy Happenings into content for social media & events page on risecowley.org
- Established roles for social media management
 - Facebook – Charissa, Rylee, Andrew, Sarah

- Twitter – Rylee
- Instagram – Rylee and Kayleigh
- Drafted recommendations (see below) for communications of meetings and flow of information to public
 - **Budget Requirements:** \$300 for Social Media Promotions for remainder of 2018; would like to know budget for other Advertising/Promotions

Recommendations:

- Committee recommends that all mass communications (i.e. press releases, media alerts, public comments) be reviewed by Andrew or Sarah prior to release; reminder that BCBS Pathways related releases have to be reviewed by BCBS first
- Best practices for meeting reminders:
 - Full coalition – One week (date/time/place/speaker); One day (date/time/place/speaker/agenda/reports)
 - Steering committee – One day (date/time/place/agenda/reports)
 - Subcommittees – Determined by chairperson(s)
 - **Budget Requirements:** see above

Questions for the Steering Committee:

- Request that the budget categories that were identified in the Pathways application be included on the financial report, not just amount spent
- Request to update spreadsheet of coalition members on CTB including name, organization, email address, phone and committees for quick reference and to enhance communications between committees

Other Comments:

- Ideas for further development/consideration:
 - Window decals for pledge signers (waiting on budget information)
 - “Business of the Month” or “Paths to Pledge” highlighting a RISE Cowley sponsor or organization that has signed the pledge

Submitted by: Sarah Bryant

Date Submitted: 3/26/2018

Submission guidelines: Please submit to RISE Cowley Secretary one week prior to Steering Committee Meeting