

## ASTPHND Communications Plan

### 1. Who We Are

ASTPHND is a non-profit membership organization that provides national and state leadership on food and nutrition policy, programs and services.

### 2. Our Vision

Creating new environmental norms where healthy eating and active living are the easy and natural choices.

### 3. Mission Statement

The Association of State and Territorial Public Health Nutrition Directors develops leaders in public health nutrition who strengthen policy, programs and environments making it possible for everyone to make healthy food choices and achieve healthy, active lifestyles.

### 4. Situation Analysis

ASTPHND seeks to develop and implement a pro-active communications plan that effectively targets funders, members, partners and other stakeholders. Due to the association's focus on serving its members, its communication efforts have been historically targeted almost exclusively toward the membership. A wealth of information designed to help ASTPHND members in their leadership and advocacy roles is currently available on ASTPHND's website and is also disseminated through the association's e-newsletter, action alerts, automated telephone messages and council updates.

Unfortunately, the association enjoys limited name recognition and mission awareness outside of its membership. At a time when the industry is seeing many of its professionals retire, young public health nutrition professionals as well as students must be made aware of the association and its value. Moreover, greater attention needs to be brought to the profession of public health nutrition and the vital role it plays.

Internally, ASTPHND liaisons need assistance in effectively communicating the mission and value of the organization when representing it. Additionally, ASTPHND has experienced occasional fluctuations in membership which have led to inconsistent representation in some states and territories. The association wishes to overcome this challenge through enhanced communication procedures which result in continuity of membership.

As our nation's health problems resulting from poor nutrition and inactivity continue to mount, ASTPHND's role is becoming increasingly vital and relevant. Elevating awareness for the organization and its mission will not only benefit its core constituencies, but also the public at large.

On the following pages, we have identified our target audiences, our communication goals and objectives, the communication tools we will employ and the metrics we will use to measure the success of the new communications plan.

## 5. Target Audiences

In addition to our members, there are many other audiences which may be interested in or directly benefit from receiving information from ASTPHND. This section of the communications plan identifies these organizations/groups and categorizes the way in which they are connected to ASTPHND...as Funders, Members, Partners and Stakeholders. Following are brief descriptions of each target audience:

**Funders** - Organizations, groups and individuals who provide monetary support to ASTPHND.

**Members** - Individuals who have obtained membership in ASTPHND and who may also serve on the association’s councils.

**Partners** - Organizations with which ASTPHND shares a formal relationship or project partnership.

**Stakeholders** - Organizations, groups and individuals which ASTPHND wishes to keep informed about its activities.

IDENTIFICATION OF ASTPHND’S TARGET AUDIENCES			
FUNDERS	MEMBERS	PARTNERS	STAKEHOLDERS
Centers for Disease Control and Prevention (CDC)	ASTPHND Associate Members	Action for Healthy Kids (AFHK)	Academy of Nutrition and Dietetics, Public Health and Community Nutrition Practice Group
CDC, Division of Nutrition, Physical Activity, and Obesity	ASTPHND Designee Members	Association of Graduate Programs in Public Health Nutrition Expert Panel, Training Tomorrow’s Public Health Nutrition Practitioners: Strategies for Success	Altarum Institute
CDC, National Center for Chronic Disease Prevention and Health Promotion	ASTPHND Expanded Members	Association of States and Territorial Health Officials (ASTHO), Access Policy Committee	American Public Health Association (APHA), Food & Nutrition Section
Health Resources and Services Administration (HRSA)	ASTPHND, Council of Fruit & Vegetable Nutrition Coordinators	ASTHO, Affiliate Council	Association of Maternal and Child Health Programs (AMCHP)
HRSA, Maternal and Child Health Bureau	ASTPHND, Maternal & Child Health Nutrition Council	ASTHO, Child Nutrition Authorization (CNR) Workgroup	DASH Champions for Healthier Options in Schools (CHOPS)
Individual Members	ASTPHND, Members of Upcoming Obesity Prevention Nutrition Council	ASTHO, Health Equity Workgroup	Directors of Health Promotion and Education (DHPE)
States and Territories		ASTHO, Prevention Policy Committee	Educators with Graduate Programs in Public Health Nutrition including members of AGPPHN
United States Department of Agriculture (USDA), Food and Nutrition Services		CSPI Food Marketing Work (FMW) Group	Federal, Regional and Local Government Agencies
		Let’s Move Salad Bars to Schools	General Public

5. Target Audiences (continued)

IDENTIFICATION OF ASTPHND'S TARGET AUDIENCES			
FUNDERS	MEMBERS	PARTNERS	STAKEHOLDER S
		Maternal and Child Health Bureau (MCHB), Nutrition Training Grantees	Government Agency Journals such as CDC's
		National Alliance for Nutrition and Activity (NANA)	Maternal and Child Health (MCH) Library, Knowledge Paths
		NANA, CNR Workgroups	National Association of Chronic Disease Directors (NACDD)
		National Fruit & Vegetable Alliance (NFVA)	National Council on Folic Acid (NCFA)
		National Initiative for Children's Healthcare Quality (NICHQ), Healthy Weight Initiative	National Society for Physical Activity Practitioners in Public Health (NSPAPPH)
		Tri-Affiliate Obesity Prevention Workgroup (ASTPHND, DHPE, and NACDD)	National WIC Association (NWA)
		United States Breastfeeding Committee (USBC)	Nemours Foundation
		United States Department of Agriculture (USDA), Phase 2 Core Message Workgroup	Nutrition-Related Media
		2012 Weight of the Nation Conference Steering Committee	Partnership to Fight Chronic Disease (PFCDD)
			Physical Activity Collaborative
			Publications from Public Health Associations
			Robert Wood Johnson Foundation
			United States Department of Agriculture (USDA)

## 6. Communication Goals

The following communication goals have been identified to help advance the association and assist with many of the goals identified in its strategic plan. This chart shows which audiences would be targeted in order to achieve these goals.

GOAL	INTERNAL	FUNDERS	MEMBERS	PARTNERS	STAKEHOLDERS
1. Determine Feasibility & Logistics of Association Name Change	✓				
2. Develop Boilerplate Language For Use in All <b>Written</b> Communication		✓	✓	✓	✓
3. Create Key Messages That Can Be Communicated <b>Verbally</b> Regarding What ASTPHND Is, What It Does and Its Value		✓	✓	✓	✓
4. Create Key Messages for Liaisons When Representing ASTPHND			✓		
5. Create Unified Branding through Consistent Use of Graphics, Layout, Typography and Written Messaging for all All Communication Endeavors		✓	✓	✓	✓
6. Provide Communication Support for Annual Meeting and Other Exhibits, Trade Shows and Industry Events	✓				
7. Raise & Maintain Awareness of ASTPHND’s Leadership in Public Health Nutrition, Its Collaborative Efforts and Its Educational/Advocacy Efforts		✓	✓	✓	✓
8. Position ASTPHND for Leadership Role in Public Health Accreditation Movement		✓	✓	✓	✓
9. Develop Outreach Program to Early-in-Career Public Health Nutritionists		✓	✓	✓	✓
10. Develop Outreach Program to Public Health Nutrition Graduate Level Students		✓	✓	✓	✓
11. Strengthen Communication Between Liaisons and Association			✓		
12. Strengthen Internal Communication with Members for Purposes of Retention and Continual Representation in all States and Territories	✓		✓		
13. Advance and Elevate Profile of Individual Members		✓	✓	✓	✓
14. Provide Communication Support for Training and Mentoring Efforts	✓		✓		
15. Create Awareness for the Role and Value of the Public Health Nutritionist		✓	✓	✓	✓
16. Develop Boilerplate Language that Can be Used in All Communication Endeavors for Let’s Move Salad Bars to Schools		✓	✓	✓	✓
17. Promote the Profession of Public Health Nutrition within Diverse Groups		✓	✓	✓	✓

## 7. Actions for Each Goal

This section of the communications plan offers a road map for how each goal can be achieved by listing the actions that must be completed for each. While somewhat simplified, these steps will help keep the plan on track.

ACTIONS FOR EACH GOAL	
GOAL	ACTIONS
1. Determine Feasibility & Logistics of Association Name Change	• Analyze pros and cons of suggestion
	• Estimate financial cost to association
	• Determine logistics of name change
	• If decision is to proceed with change, seek and obtain approval
	• Amend logo as well as print and electronic documents
	• Create and launch communications campaign announcing name change
2. Develop Boilerplate Language For Use in All <b>Written</b> Communication	• Review and analyze existing language (already provided by Karen)
	• Determine additional attributes that need to be communicated
	• Draft and submit new versions (may need several versions depending on target audience)
	• Review and edit new versions
	• Finalize and obtain approval for final drafts
	• Announce and share new language with all appropriate stakeholders
	• Review all current communication vehicles and incorporate new language
	• Make language available to members on the website
3. Create Key Messages That Can Be Communicated <b>Verbally</b> Regarding What ASTPHND Is, What It Does and Its Value	• Review and analyze new boilerplate language, mission statement and new strategic plan
	• Analyze value of association to members, public health nutritionists, partners, stakeholder organizations and other stakeholders
	• Extract key attributes that the association wishes to communicate
	• Craft messages for each key attribute
	• Distill key messages into key bullet points
	• Determine best communication vehicles for release of key messages and key bullet points
	• Release key messages/bullet points to appropriate stakeholders
	• Create, seek approval and implement campaign
	• Make key messages/bullet points available online

7. Actions for Each Goal (continued)

ACTIONS FOR EACH GOAL	
4. Create Key Messages for Liaisons When Representing ASTPHND	• Pivot off of key messages and bullets created for ASTPHND (what it is, what it does and its value)
	• Adjust messages/bullets accordingly
	• Create acronyms from the bullet points that can be easily recalled
	• Determine support communication materials needed by liaisons
	• Create, seek approval and finalize materials for liaisons
	• Provide any additional support individual liaisons may need for meetings, conferences and other venues
	• Post key messages/bullets/acronyms to the website
5. Create Unified Branding through Consistent Use of Graphics, Layout, Typography and Written Messaging for all All Communication Endeavors	• Determine and reach consensus on branding attributes to incorporate
	• Review all existing communication materials
	• Determine which materials need updating
	• Update materials accordingly
	• Communicate availability and use of updated materials to all appropriate stakeholders
	• Make updated materials available online
6. Provide Communication Support for Annual Meeting and Other Exhibits, Trade Shows and Industry Events	• Determine communication support needed for each event (pre- and post-event communication and marketing, meeting theme, prepared remarks, powerpoint templates, signage, badges, handouts, awards, etc.)
	• Create action plan for creation of support materials
	• Work with meeting planner on necessary items
	• Use materials accordingly before, during and after event
	• Post presentations and recap on the website
7. Raise & Maintain Awareness of ASTPHND's Leadership in Public Health Nutrition, Its Collaborative Efforts and Its Educational/ Advocacy Efforts	• Identify ASTPHND endeavors and projects (new, completed and ongoing) that can be promoted
	• Determine news stories that can be written and disseminated for each endeavor/project
	• Determine best print and electronic communication vehicles for release of each story
	• Determine schedule of releases
	• Produce, seek approval and disseminate releases accordingly
	• Respond to any inquiries for additional information or interviews
	• Post news releases on the website

7. Actions for Each Goal (continued)

ACTIONS FOR EACH GOAL	
8. Position ASTPHND for Leadership Role in Public Health Accreditation Movement	• Evaluate public health accreditation movement and possible roles ASTPHND can play
	• Reach out to appropriate organizations
	• Secure desired role(s) for ASTPHND
	• Communicate ASTPHND’s role through appropriate print and electronic vehicles
	• Post information to the website
9. Develop Outreach Program to Early-in-Career Public Health Nutritionists	• Determine content for the program
	• Develop, finesse and seek approval for specific messages to be communicated
	• Determine best print and electronic communication vehicles for messages to reach local and state agencies
	• Determine and create interactive/social media element of the program to open and continue dialog with early-in-career professionals
	• Post campaign to website
10. Develop Outreach Program to Public Health Nutrition Graduate Level Students	• Determine content for the program
	• Develop, finesse and seek approval for specific messages to be communicated
	• Determine best print and electronic communication vehicles for messages
	• Reach out to AGPPHN member schools and others with public health nutrition programs and internship programs
	• Determine and create interactive/social media element of the program to open and continue dialog with students
	• Post campaign to website
11. Strengthen Communication Between Liaisons and Association	• Analyze communication lines between the association and its membership
	• Determine strengths and weaknesses in these communication lines
	• Create print and electronic communication materials and communication procedures that provide clarity, continuity and successful outcomes
	• Examine ways to highlight and communicate these successful outcomes
12. Strengthen Internal Communication with Members for Purposes of Retention and Continual Representation in all States and Territories	• Analyze communication lines between the association and its designee members
	• Determine strengths and weaknesses in these communication lines
	• Develop agreement of responsibilities for designee members
	• Create communication materials and communication procedures that provide clarity, continuity and successful outcomes
	• Develop opportunities to communicate categories of membership to members

7. Actions for Each Goal (continued)

ACTIONS FOR EACH GOAL	
13. Advance and Elevate Profile of Individual Members	• Review completed, ongoing and new ASTPHND projects and identify all members involved with each
	• Create customizable communication releases/stories about the projects and the members’ involvement that can be submitted for publication to the agencies within which these members work
	• Provide any additional assistance required by the member to submit and publish the news item within his/her agency’s publication(s)
	• Track successfully customized/published news releases
	• Seek permission to re-publish and post featured stories on the website
14. Provide Communication Support for Training and Mentoring Efforts	• Analyze current training and mentoring communication tools used
	• Identify areas that need to be strengthened
	• Develop agreement of responsibilities
	• Clarify membership categories
	• Create communication materials and communication procedures that facilitate training and mentoring
	• Announce and share materials and procedures with all appropriate leaders
	• Post materials on the website
15. Create Awareness for the Role and Value of the Public Health Nutritionist	• Analyze activities in which members are involved
	• Compile a list of roles, functions and their value
	• Create, seek approval and implement a campaign that highlights these attributes
	• Determine appropriate print and electronic vehicles for dissemination of campaign
	• Post campaign to website
16. Develop Boilerplate Language that Can Be Used in all Communication Endeavors for Let’s Move Salad Bars to Schools	• Review and analyze existing language
	• Determine additional attributes that need to be communicated
	• Draft and submit new language
	• Review and edit new versions
	• Finalize and obtain approval for final draft
	• Announce and share new language with all appropriate stakeholders
	• Review all current communication vehicles and incorporate new language
	• Make language available to members on the website
17. Promote the Profession of Public Health Nutrition within Diverse Groups	• Scout opportunities and communication vehicles best geared toward reaching young, diverse audiences who are in the process of selecting a college major/career
	• Determine which opportunities/communication vehicles are best for the association and commit to participation
	• Create awareness for ASTPHND’s participation in these events and/or communication vehicles
	• Participate and conduct all appropriate follow-up actions
	• Announce participation and outcomes on the website



## 8. Communication Tools

### **Developing a Central Marketing and Public Relations Campaign — The Faces of ASTPHND**

It is clear that ASTPHND, its individual members and the industry it represents have a very compelling “story” to tell; one of leadership, achievement, partnership, advocacy and outreach. Up until now, this story has not been shared outside of the association. This section of the communications plan seeks to identify communications tools that can be employed to share ASTPHND’s mission and accomplishments with a variety of target audiences.

While developing this plan, a campaign idea roughly titled the “Faces of ASTPHND” has emerged. In order for the campaign to succeed, careful orchestration and logistical ground work will have to be done. However, once the components are in place, the campaign will offer the association an invaluable communications platform by allowing it to concurrently advance many of its communications goals within a framework that will strengthen ASTPHND’s overall brand.

The “Faces of ASTPHND” is a cohesive marketing and public relations campaign idea that will communicate ASTPHND’s triumphs in a relevant and memorable way. The campaign will be comprised of news releases regarding ASTPHND’s many projects and achievements. However, each release will be told from the human perspective, spotlighting and recognizing members for their participation, contribution or application of ASTPHND endeavors. These members will form the “Faces of ASTPHND.”

The news items will be distributed to all target audiences identified in this communications plan, with the goal of being picked up for publication in other government-, education- and association-run electronic and print media. Additionally, ASTPHND will feature the news releases on its website, e-newsletter and Facebook page, and will tweet about each upon release.

Similarly, another track of the campaign will allow ASTPHND to help members obtain individual recognition for professional achievements within their own states through the development of general news releases containing customizable areas. These releases will be sent to all members which participated on a featured project. In turn, the members will complete the release by inserting their relevant biographical information in the customizable areas and then submit the release for publication in their state agencies’ bulletins and newsletters.

This type of campaign possesses inherent longevity, allowing the association to promote its record while also advancing its members and the profession of public health nutrition. The news items will be archived, creating a “Hall of Fame” that will be accessible on the website and which can also be displayed and recognized at the annual meeting. Most importantly, it will showcase the vitality, diversity and strength of the organization.

In addition to the “Faces of ASTPHND” campaign, following is a table containing the types of communications tools available to ASTPHND, a listing of each tool and accompanying bulleted lists showing what the association can achieve by employing each tool. When used in concert, these tools will help the association meet the communications goals set forth in this plan.

8. Communication Tools (continued)

COMMUNICATION TOOLS AND THEIR USAGE	
MARKETING AND PUBLIC RELATIONS	
TOOL	OBJECTIVE
Website	• Favorably position the association and its programs
	• Continue role as leading membership resource
	• Expand appeal and usage beyond membership to other target audiences
	• Generate interest in public health nutrition
	• Promote key messages
	• Generate interest in members
	• Generate member participation
	• Generate interest in joining ASTPHND
The Faces of ASTPHND Campaign	• Promote projects, collaborations and achievements
	• Recognize individual members
	• Advance profession of public health nutrition
	• Favorably position the association and its programs
	• Raise awareness and profile of ASTPHND
	• Promote key messages
	• Generate interest in membership
	• Drive traffic to website
Online Press Room complete with available news releases, calendar of events, directory of experts, etc.	• Create useful resource for press contacts
	• Display and offer expertise of membership
	• Favorably position the association and its programs
	• Demonstrate relevance of association and member work
	• Drive visitors to other sections of website
PRINT COLLATERAL MATERIALS	
TOOL	OBJECTIVE
Pamphlets & Hand-outs	• Favorably position the association and its programs
	• Accurately inform target audiences
	• Generate interest in pamphlets' topics
	• Generate interest in ASTPHND
	• Encourage participation
	• Provide sign-up mechanism for participation
	• Drive traffic to website

8. Communication Tools (continued)

COMMUNICATION TOOLS AND THEIR USAGE	
Welcome Package	• Offer positive representation of the association
	• Present opportunities for members in exciting manner
	• Encourage participation
	• Provide sign-up mechanism for participation
	• Act as reference tool
	• Act as a referral tool
SOCIAL MEDIA	
TOOL	OBJECTIVE
Facebook Page	• Amplify key messages
	• Generate awareness for ASTPHND and its programs
	• Attract and engage early-in-career professionals
	• Attract and engage students
	• Provide opportunities for feedback and discourse
	• Promote events such as annual meeting
	• Generate interest in membership
	• Drive visitors to website for more information
Twitter Account	• Amplify key messages
	• Generate awareness for ASTPHND and its programs
	• Attract and engage early-in-career professionals
	• Attract and engage students
	• Provide opportunities for feedback and discourse
	• Promote events such as annual meeting
	• Generate interest in membership
	• Drive visitors to website for more information
Meeting Blog	• Offer key meeting details and information
	• Build excitement
	• Encourage attendance
	• Provide assistance for prospective and first-time attendees
	• Offer “personal” insight
	• Provide “live” blogging from the event
	• Provide post-event recaps
	• Drive traffic to the website

8. Communication Tools (continued)

COMMUNICATION TOOLS AND THEIR USAGE	
MEMBER COMMUNICATIONS	
TOOL	OBJECTIVE
ASTPHND News (e-newsletter)	• Keep members up-to-date
	• Create awareness of association endeavors and resources
	• Increase member participation
	• Generate interest in membership
	• Increase interactivity and feedback through forms and surveys
	• Expand distribution through online sign-up feature
	• Ensure effective distribution through use of highest quality email marketing software
	• Drive traffic to the website
Action Alerts	• Keep members up-to-date
	• Encourage action as needed
	• Expand distribution through online sign-up feature
	• Drive traffic to the website
News to Use (Fruit & Vegetable Council)	• Keep members up-to-date
	• Create awareness of council endeavors and resources
	• Increase member participation
	• Generate interest in membership
	• Increase interactivity and feedback through forms and surveys
	• Expand distribution through online sign-up feature
	• Drive traffic to the website
Automated Telephone Messaging	• Alert members of electronic communication
	• Instruct members on how to obtain electronic communication through website if not previously received
	• Alert members regarding funding opportunities
	• Alert members regarding balloting issues
Email Messages	• Use as single-topic communication of high priority or immediate action

8. Communication Tools (continued)

COMMUNICATION TOOLS AND THEIR USAGE	
INTERNAL COMMUNICATIONS SUPPORT	
TOOL	OBJECTIVE
Training & Mentoring Materials	• Provide roadmap that assists members in training and mentoring environments
	• Provide topical and procedural clarity for all parties
	• Act as a reference tool
	• Empower members to confidently serve
	• Ensure “lifeline” availability if additional training or assistance is required
Meeting Support Materials including Power-Point templates, signage, badges, welcome packets, awards, etc.	• Create visual and thematic cohesion that reinforces brand
	• Elevate professionalism of event in order to advance association
	• Promote website throughout event
	• Drive traffic to the website
Association Boilerplate Language	• Achieve messaging consistency through its addition to all news releases, federal comments, grant applications, website, print materials, etc.
	• Offer it as a resource for members when writing or reporting on ASTPHND
	• Make it available in Online Press Room
Key Messages for both Association and Liaisons	• Empower members when representing ASTPHND through easily recalled acronyms of key messages
	• Reinforce other communication efforts through effective verbal messaging
	• Achieve messaging consistency through incorporation of relevant key messages in other communication pieces
Boilerplate Language for Let’s Move Salad Bars to Schools	• Achieve messaging consistency through its addition to all news releases, federal comments, grant applications, website, print materials, etc.
	• Offer it as a resource for members when writing or reporting on ASTPHND’s role in program
	• Make it available in Online Press Room
Communication Procedures with Designee Members to Strengthen Retention	• Provide roadmap that assists association and designee members
	• Provide precedural clarity in cases of succession
	• Offer checkpoints capable of detecting succession roadblocks
	• Offer “lifeline” availability if designee requires additional assistance
	• Ensure successful outcomes

## 9. Measuring Results

Once implementation of the communications plan is underway, the association will need to have methods in place to help measure the results of its communications efforts. The following metrics will help us evaluate the performance of each communication tool, and will help us make adjustments as needed to achieve the desired results.

METRICS	
Tool	Metric
Website	• Google Analytics
	• Gauges
The Faces of ASTPHND Campaign	• Pick-ups of news stories
	• Participation of members
	• Facebook sharing
	• Retweeting
Online Press Room	• Google Analytics
	• Gauges
Pamphlets & Hand-outs	• Number distributed
	• Response mechanisms submitted
Welcome Package	• Response mechanisms submitted
Facebook Page	• Facebook Insights
	• Fans
	• Sharing
Twitter Account	• Followers
	• Retweets
Meeting Blog	• Google Analytics
ASTPHND News	• Constant Contact
	• Subscriptions

9. Measuring Results (continued)

METRICS	
Action Alerts	• Constant Contact
	• Subscriptions
MCH Nutrition Council Monthly Updates	• Constant Contact
	• Subscriptions
Training & Mentoring Materials	• Ease of use
	• Member survey
Meeting Support Materials	• Meeting survey
Association Boilerplate Language	• Incorporation into all documents
Key Messages	• Ease of use
	• Retention
Boiler Plate Language for Let’s Move Salad Bars to Schools	• Incorporation into all documents
Communication Procedures to Strengthen Retention	• Ease of use
	• Member survey