



EMPOWERING COMMUNITIES 2023 - PHASE ONE: PROMOTING BLOOD PRESSURE AWARENESS AND PREVENTION - COMMUNICATIONS PLAN

GOAL(S):

The "Empowering Communities: Promoting Blood Pressure Awareness and Prevention" campaign program aims to address the growing concern of high blood pressure by ensuring that every household has access to a blood pressure reading cuff. By empowering individuals to monitor their blood pressure regularly, we believe that they will be motivated to make healthier food choices, adopt positive lifestyle changes, and manage hereditary factors effectively. Together, let us work towards building healthier communities and reducing the burden of high blood pressure.

START DATE: 10/01/2022

COMPLETION DATE: 09/30/2023

Communication Action	Audience	Key Message	Channel(s)	Timeline	Metrics
Inform and educate the public about the importance of regular blood pressure monitoring.	1. General public, with a focus on those in underserved communities. 2. Media outlets for coverage and promotion. 3. Internal staff and board members.	1. High blood pressure is a silent killer that affects millions worldwide. 2. Regular monitoring of blood pressure can help in early detection and prevention.	1. Press releases and media outreach 2. Social media platforms (Facebook, Twitter, Instagram, LinkedIn)	October 1, 2022 - Launch Day! 1. Launch of the initiative 2. Press release distribution 3. Social media campaign start	1. Media Coverage: Number of press releases published, number of media outlets that cover our initiative, audience reach of media coverage. 2. Social Media Engagement: Number of followers, likes, shares, comments, and mentions on our social media posts. Increase in website traffic from social media.
Raise awareness about the initiative and its objectives.	1. General public, with a focus on those in underserved communities. 2. Media outlets for coverage and promotion.	The initiative aims to provide blood pressure reading cuffs to households in underserved communities.	1. Press releases and media outreach. 2. Social media platforms (Facebook, Twitter,	1. Run a survey in the two weeks leading up to launch day. 2. Anonymous form opens on launch day.	1. Media Coverage: Number of press releases published, number of media outlets that cover our initiative, audience reach of media coverage. 2. Social Media Engagement: Number of followers, likes, shares, comments, and mentions

	3. Internal staff and board members.		Instagram, LinkedIn).	3. Launch a pre-sign-up form to receive individual free, innovative, or traditional blood pressure cuffs on launch day	on our social media posts. Increase in website traffic from social media. 3. Surveys: Pre and post-initiative surveys to measure the increase in awareness about blood pressure monitoring and prevention.
Encourage individuals to adopt healthier lifestyle choices	1. General public, with a focus on those in underserved communities. 2. Media outlets for coverage and promotion. 3. Internal staff and board members..	The initiative aims to provide blood pressure reading cuffs to households in underserved communities. Encouraging individuals to adopt healthier lifestyle choices can help manage high blood pressure.	1. Social media platforms (Facebook, Twitter, Instagram, LinkedIn). 2. Community outreach events (workshops, seminars, health camps).	11-01/2022 - Community outreach and education events begin.	1. Social Media Engagement: Number of followers, likes, shares, comments, and mentions on our social media posts. Increase in website traffic from social media. 2. Community Outreach: Number of events held, number of participants at each event, feedback from participants. 3. Surveys: Pre and post-initiative surveys to measure the increase in awareness about blood pressure monitoring and prevention.
Create consistent and transparent communication about the new model and guide changes if needed.	All internal employees	The initiative aims to provide blood pressure reading cuffs to households in underserved communities. This is what we're hearing, this is what's working, and this is what we're doing about it.	All hands, newsletter Intranet	Meeting every Friday	Employee Outreach: Number of events held, number of participants at each event, feedback from participants
Involve department leaders	Senior leadership	Shape how the company excels in a model.	Monday leadership meeting	Bi-weekly Report	1. Post-initiative survey to measure senior leadership expectations. 2. Provide completed checklists and numbers to leaders.
Make it a talking point in every one-on-one.	Board Members	Sharing is caring. Dedicated Share Link	Equip board members with shared challenge link..	Monthly Report	Create a call to action link and create a board member challenge to share content with the created link back to the website and measure the participation of response from the dedicated link.

METRICS TO MEASURE:

- This plan will guide our communication efforts as we work towards building healthier communities and reducing the burden of high blood pressure.
- Our ideal scenario would be to maintain our engagement scores from last quarter's campaign and this quarter.
