

Appendix 2.1

Sample Communications Plan

In order for community members to be well versed about CHAP, the CHAP Fact Sheet has been developed as a backgrounder in Appendix 2.1. The CHAP Fact Sheet contains all of the pertinent details about the issue of high blood pressure, the goals of CHAP and its description. The CHAP Fact Sheet complements all of the materials in the Implementation Guide Appendices and is appropriate for distribution with each of these.

Goals of CHAP

- To implement and customize a community-wide program for blood pressure monitoring and cardiovascular disease and stroke risk assessment
- To increase awareness of risk factors for cardiovascular disease and stroke, including high blood pressure
- To identify individuals with elevated blood pressure readings, and/or significant cardiovascular disease and/or stroke risk, and to promote follow-up
- To augment in-office health records to assist physicians with monitoring and management of blood pressure, and cardiovascular disease and stroke risk factors
- To inform the public about blood pressure, the importance of having it measured regularly, and the relationship between high blood pressure and heart disease, stroke and other chronic diseases

Communication Goals

- To build community-wide awareness of, and interest in, CHAP
- To foster buy-in from local public health agencies. For example, the Local Public Health Unit or Local Health Integration Network (LHIN)
- To recruit all local family physicians and all local community pharmacists
- To recruit volunteer peer health educators
- To promote attendance of a broad group of community participants at CHAP sessions
- To encourage repeat attendance at CHAP sessions
- To increase awareness of risk factors for cardiovascular disease and stroke, including high blood pressure
- To inform the public about blood pressure, the importance of having it measured regularly, and the relationship between high blood pressure and heart disease, stroke and other chronic diseases

Target Audience

- CHAP Participants
- All local family physicians
- All local community pharmacists
- Community Health Provider Organizations. For example, Community Health Centres and Family Health Teams
- Potential older adult volunteers
- Older adult community residents

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- Seniors' Groups and Centres
- Local Public Health Agencies. For example, Local Public Health Unit and LHIN
- Local Health and Social Service Organizations
- Local Disease Society, for example, the local chapter of the Heart and Stroke Foundation of Ontario

Key Messages

General: What is important in framing the issue?

- High blood pressure is associated with cardiovascular disease, stroke and a range of serious health problems
- Blood pressure can be challenging to monitor
- Physicians need multiple, accurate readings over time to inform diagnosis and management of high blood pressure
- Patients may not visit their physician regularly, or may be anxious when having their blood pressure measured
- Physicians may have limited time for monitoring blood pressure at every visit or in a standardized way
- Other risk factors for cardiovascular disease and stroke are also important and can have a compounded effect with high blood pressure

Program specific: What is important and unique about CHAP?

- CHAP is community-based, community-wide and free of charge to all older adult community residents
- CHAP promotes self-management of high blood pressure
- Participants are invited to measure their blood pressure in pharmacies and other familiar community settings and assess their risk of heart disease and stroke.
- Peer health educators are volunteers
- CHAP is a collaborative approach to health promotion, integrating family physicians, pharmacists and community organizations
- Feedback provides patient-specific information that physicians can use
- Additional blood pressure readings contribute to diagnosis and management
- Participants receive a copy of their results and healthy living resources
- Participants identified as high-risk are followed-up
- CHAP is a sustainable community-based program

Channels for Communication

- In-person meetings with physicians, pharmacists, local public health agencies and local health and social service organizations
- Networking with community groups, leaders and volunteer organizations
- Strategic distribution of print materials: posters, flyers
- Press kits and media contact for newspaper articles and newsletters
- Local radio advertising, for example Public Service Announcements (PSA's)
- Summary of CHAP activities provided to all participants, including family physicians, pharmacists, volunteer peer health educators, Community Health Provider Organizations and Health and Social Service Organizations

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Specific Venues

For Volunteer Recruitment:

- Seniors' Centres, Seniors' Clubs, Seniors' Groups
- Volunteer Centres, Directories, or Referral Services
- Hospitals* (Volunteer Groups)
- Churches / faith groups (Community Church Group)
- Non-profit organizations and Service Clubs. For example, Alzheimer's Society, Diabetes Association, Heart and Stroke Foundation, Kidney Foundation, Kinette and Kinsmen Club, Knights of Columbus, Lions and Lioness Clubs, Rotary clubs, Royal Canadian Legion, United Way, VON, and the YMCA, YWCA.
- Volunteer Recruitment Fairs (that cater to an older audience)
- Associations for retirees

For General Networking and Awareness Raising of CHAP :

- Seniors' Centres, Seniors' Clubs, Seniors' Groups
- Community Centres, Recreation Centres
- Retirement Homes / Residences
- Seniors' Apartment Buildings
- Non-profit Organizations and Service clubs
- Hospitals
- City Hall/Town Hall
- Library
- Businesses / Shopping Centres
- Physicians and Other Health Care Offices
- Personnel Directors
- Speakers' Bureaus
- Chambers of Commerce

For Posting Materials:

- Community Newspapers – articles/ads
- Web Site(s)
- Community Calendars
- Community Group Newsletters
- Church Bulletin
- Physicians' Offices (family physicians already recruited)
- Pharmacies (already recruited)
- City Hall/Town Hall

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- Library
- Post Office
- Businesses / Shopping centre

Useful Resources

- CHAP Fact Sheet (Appendix 3.1)
- Print materials – posters/flyers
- Media releases - toward series of articles in local papers
- Newspaper ads – for informing the community / recruiting volunteers
- Newspaper ads – for advertising sessions
- Web site advertising
- Radio PSA's
- A Frames or Sandwich Board Signs
- Updates / summaries for bulletins, newsletters
- Media meetings
- Collaborative of Other Organizations' meetings
- Summary of CHAP activities provided to all participants: family physicians, pharmacists, volunteer peer health educators, Community Health Organizations and Health and Social Service Organizations

Print Materials

Three types of posters/flyers:

1. Introduction to CHAP poster/flyer: A poster with black and white version as a flyer; to introduce CHAP and target potential volunteers – emphasizing short commitment; provides contact number for Local CHAP Coordinator; to be posted in broadest range of venues. Sample Volunteer Recruitment Poster (Appendix 2.5).
2. CHAP Program Description: A poster; to announce/describe CHAP, targeting a broad audience; still mentions need for volunteers and provides contact number for Local CHAP Coordinator; message to watch for posted schedules or check local paper for session details; to be posted in high-traffic areas including family physician offices and pharmacies.
3. Schedule and Contact Information: A poster with changeable session schedule section. It provides contact number for Local CHAP Coordinator for all types of inquiries; posted in a limited number of key areas tracked for regular change-over of session schedule.

Media Releases

Three generic media releases are available in the appendices that can be customized to your community. They are:

1. Appendix 2.2 Volunteer Recruitment Sample Media Release: To introduce CHAP to the community. This media release is designed to generate interest in CHAP and recruit volunteers.
2. Appendix 2.3 Participant Recruitment Sample Media Release: To provide specific program information about CHAP and encourage attendance to CHAP sessions.
3. Appendix 2.4 CHAP Update Sample Media Release: To provide an update on CHAP and to renew buy-in into CHAP with family physicians, local community pharmacist and the Health Promotion Community.

Timeline

This is a sample timeline for the implementation of CHAP in your community.

Activity	Timing
• CHAP Fact Sheet (Appendix 2.2)	• Before session start
• Recommend posting 3 types of flyers/posters	• 1 to 2 weeks before the first CHAP session is held
• Recommend sending out 3 media releases	• 1 week prior to start of CHAP sessions
• CHAP session advertisements including newspaper print ads, radio public service announcements • Web site postings including CHAP program information, volunteer recruitment and CHAP session schedule	• 1 week before CHAP session start and ongoing
• Web site postings including CHAP program information, volunteer recruitment and CHAP session schedule	• 1 to 2 weeks prior to CHAP sessions start and ongoing
• Updates / summaries for bulletins, newsletters	• Ongoing
• Media contact meetings	• Ongoing
• Collaborator meetings	• Ongoing
• Targeted feedback to CHAP participants including family physicians, local community pharmacists, and volunteer peer health educators	• Ongoing