

LiveWell Longmont Communications Roadmap

Overarching goal: Enhance community awareness about the impact of healthy eating/active living on individual and community health; support individual and collective choices to take action.

Strategies	Tactics	Concept Summary (Including Specific Tools)	Target Audience	Timeline	Implementation Resources, Tools & Tips
<p>Strategy #1: Establish LWL as the resource for our community to access practical information about healthy eating and active living.</p> <p>[Access to information]</p>	<p>Tactic #1: Hold community dialogues to inform LWL about types of HEAL info the community wants to know.</p> <p>*Tactic 1 Completed</p>	<p>March 13 at the Longmont Senior Center from 4:00 p.m. to 5:30 p.m. March 15 at the Longmont Library from 11:30 a.m. to 1:00 p.m. March 22 at the YMCA from 4:00 p.m. to 5:30 p.m. (child care provided)</p> <p><u>Approach:</u></p> <ul style="list-style-type: none"> World Café format Organized into 3 Tables There will be a different topic featured at each table, and participants will discuss topics for 20 minutes each. First Topic - Interest in HEAL - Everyone at all tables will respond to this series of questions, since they are foundational to the rest of the discussion topics. Second Topic - Discover preferred tools for receiving information Third Topic – Learn more about desired information re: healthy eating and active living 	<p>Prestige Plus St. Vrain Latino Coalition Teachers PTOs Child Care Providers Moms' Groups Neighborhood Group Leaders Chamber/Businesses LWL Partners Mid-Town neighborhood Life Bridge/faith General Public</p>	<p>March 2012</p>	<p>See notes from 2-15-12 Communications TF meeting.</p> <p>Key Takeaway Points from Community Dialogues:</p> <ul style="list-style-type: none"> Employ a variety of messaging to access greatest overall audience; short & simple, accessible and frequent tips and pieces of information are a crucial element to develop. Positive and fun messages—use FB page, blog, and other social media to engage and grow audience with useful information but also fun giveaways, photos, and success stories. Healthy food philosophies vary, but whole, non-processed, natural foods are ideal to all styles. Time is a primary concern/obstacle, so time-saving tips, healthy recipes with simple, few, easy-to-prepare ingredients. Real people, keep it local Small, accessible goals/steps Informational not promotional
	<p>Tactic #2: Develop messages and information that promote HEAL.</p>	<ol style="list-style-type: none"> Newsletter - Continue monthly e-newsletter: this is an anchor for communications; it conveys sense of activity and involvement via its existence, reminds interested parties to check calendar items/check-in, and provides an opportunity to recap successes and promote upcoming events. (Look at tightening up more—will be easily facilitated with blog posting as a further communications outlet.) Primary resource materials - Given findings from Community Dialogues, discuss and identify primary resource materials to develop and target top priorities to complete for launch by 2013 or earlier, in as many local venues as possible. Materials to consider may be: <ul style="list-style-type: none"> Brochure/map: Longmont Lives Well: see http://www.tenfoldcollective.com/blog/walk-historic-loveland for model/related example. Include bike and hiking trails, recreational services/areas, eating establishments with healthy options (?), historical notes, suggested routes. Downloadable brochure can be linked to website, and printed to have available/on display at all partner locations and health-related centers. Easily identified, useful resource, for visitors, families, health-seeking community members alike. LWL specific pamphlet: simple and clear messaging. Include Who We Are, What We Do/Our Goals, How To Be Involved. 	<p>All Longmont Community members. In this next growth phase, identify primary audience(s) for greatest impact. Consider priority audience being the most actively engaged and available to make use of and promote LWL resources, grow audience:</p> <ol style="list-style-type: none"> Moms/families Seniors 	<p>General messaging: ongoing/ 2012 and beyond</p> <p>Key resource: launch in 2013</p> <p>Useful tips for visibility and information: as early as possible. Fall 2012?</p>	<p>Contract with graphic designer and communications liaison to implement key resource: useful material that supports LWL vision and increases visibility. Example: LWL health-focused map (see Loveland historic walking tour brochure for model/example: http://www.tenfoldcollective.com/blog/walk-historic-loveland.)</p> <p>*I spoke with a marketing representative about general costs to anticipate with a project like this, and the immediate response was at least \$20,000. Consider grant possibilities. This might be a project to pitch to Community Trust grant proposals? http://www.commfund.org/nonprof/grantsprocess.php</p> <p>I'm assuming schedule for 2012 would be similar to the one listed here for 2011.)</p> <p>Following completion of Tactic #2 list, review/consider further materials, such as pocket guides/handouts for specific areas of healthy eating and active living.</p> <p>Contact personnel from local media to determine cost/availability of regular media spots (such as LiveWell Weekly Tip in Times-Call or other publication, such as Longmont Life). In absence of outside options, weekly or daily tips can still keep FB page/Twitter feed fresh.</p>

		<ul style="list-style-type: none"> • Go-to list of accessible health & wellness tips to inform while increasing visibility and promoting positive lifestyle choices utilizing media outlets (for use in Times-Call/local media publications, FB page/Twitter feed) • Healthy sample recipes—for giveaway, posting; elicit healthy recipes (whole foods, non-processed, simple, local in accordance with overriding consensus /interest from Community Dialogues)—local farms, cooking resources; archive for future promotions; connections can extend in future to specific events and opportunities. Post on website, FB page, newsletter. • LW sponsored gift-worthy materials, such as calendars featuring healthy, active Longmont locations and events • Materials for giveaway at events: review/update table and banner set-up for a presence at events. 			
	<p>Tactic #3: Use owned and earned media to promote individual behavior change and community action.</p>	<ol style="list-style-type: none"> 1) Immediate priority: identify any promotion and event(s) around Weigh-and-Win kiosk installation. Inform public of this opportunity and what is involved. Investigate Weigh-and-Win resources available to share in conjunction with write-up on Longmont’s kiosk, such as at events. 2) Consider paid ads, direct mail brochures, billing inserts for upcoming events and initiatives; weekly Times Call spots for healthy tips. Establish immediate vs. future priorities. 3) Go to Strategy 3 for further developments: owned and earned media. 			
	<p>Tactic #4: Continue to develop and refresh web content and enhance our use of social media.</p>	<p>Review current web/social media point personnel and process involved for updating each; establish any changes needed moving forward.</p> <p>Social Media:</p> <ol style="list-style-type: none"> 1) Facebook - Fully enable Facebook page with background/cover photo and edited logo to include name/full image. Populate with photos from recent LWL events and efforts. 2) Twitter - Update Twitter page with unique background/logo. 3) Social Media – Develop other social media channels e.g. Pinterest, YouTube, etc. 4) Website: <ol style="list-style-type: none"> a) Check current about LiveWell Longmont initiative, annual goals/strategies, etc, task force, partners, etc. What needs updating, and what documents are available for updates? b) Check/update “subscribe to newsletter” and “contact” links on site: it appears that newsletter subscription requests are routed to “One PR…” firm. This could send interested parties down a 	<ol style="list-style-type: none"> 1) All Longmont community members. 2) Health seekers 3) Current and prospective partners 4) Businesses 5) Employers 6) Neighborhood groups 7) Faith communities (broad access) 8) Schools 	<p>2012 and beyond</p>	<p>Identify point person (staff or contracted) to field upcoming news and event plans, changes needed to make on website.</p> <p>Use FB page (linked to Twitter feed) to promote local events, success stories, and partnerships. Aim for useful, meaningful daily posts. (Identify one person or a handful of people to commit to ensuring regular content is posted.)</p> <p>We want to push info out, too! (e.g. e-alerts).</p> <p>Feature Longmont-focused activities and information.</p> <p>Create access to information and resources without being “preachy” (public library model)</p> <p>If building in blog: identify point person to write and/or arrange for guest posts, and be a central contact for partners and community members with special wellness initiatives to share. Reach out to partners, school principals, local officials to find and share local stories.</p> <p>Develop metrics for determining success of outreach efforts and set goals</p>

		<p>black hole.</p> <p>c) Research other LW Community Pages on site. Cross-reference with Longmont site and pull the best ideas.</p> <p>d) Update information about programs and activities that LWL is sponsoring and/or other entities are sponsoring that promote HEAL: add information on Weigh-and-Win and new kiosk.</p> <p>e) Review current resources for healthy eating and active living (featuring, but not limited to, Longmont activities/resources) and add/refresh as needed. As per HEAL Dialogues, a key concern of participants is time. Consider compiling documents that share info on time-saving tips focusing on fitness and nutrition; check lists and templates to help people organize schedules and plan healthfully. Note local events/opportunities that will aid time piece and motivate, such as providing childcare/family activities, providing group training/information, etc.</p> <p>f) Provide links to all kinds of cool stuff (and resources).</p> <p>g) List for people browsing/visiting site on how to get involved/help further the LiveWell mission: include point person(s) to contact for sharing information (same as newsletter?), such as contacts for wellness stories, local initiatives, healthy happenings we might not know about.</p> <p>h) Determine through Rabble & Rouser what is possible/needed to get a LiveWell Longmont blog added on its page on the LiveWell site. Blog posts convey that the site is active and current, and are a great way to showcase local stories and successes in between newsletters, highlight partners' endeavors, and build links with the community.</p>			<p>correspondingly.</p> <p><u>Projected costs:</u> Awaiting projected costs and options from web host (Rabble & Rouser) to make changes to site.</p> <p>Potential options include:</p> <ul style="list-style-type: none"> ● Rabble & Rouser may be able to build in blog functionality for all community pages (awaiting response). ● Rabble & Rouser can build a new page which would allow for blog-like content but without full functionalities of traditional blogs. ● LWL can set up its own blog on external site such as Wordpress and link to LWL page. Estimated costs: approx \$100 year for domain name and hosting; \$100/hour for site set-up. <p>Determine whether there is time available to blog/update in house, if preference is to contract out, or set up a mix for stable content updates.</p>
<p>Strategy #2: Strategically place LWL brand and messages about HEAL throughout the Longmont community.</p> <p>[Social norming]</p>	<p>Tactic #1: Tie-in with the City's branding efforts (You Belong in Longmont) to refine and promote LWL brand.</p>	<p>Create consistent, clear messaging that reflects shared values among Longmont community members, such as:</p> <ul style="list-style-type: none"> ● Capture Longmont's unique identity as a free-standing community ● Individual responsibility ● Thriving economy ● Family-friendly community ● Affordable and inclusive ● All-America City recognition (a community that comes together to collaboratively address challenging issues) ● We are real people with real issues; grounded in core values and principles. ● We are a growing City that still feels small/connected. ● Compassion for other/our neighbors ● Creating opportunities for all to succeed ● We value education <p>1) Identify goal outcomes in integrating You Belong Message. 2) Determine what opportunities are available and who will be the</p>	<p>General population.</p> <p>Targeted groups with whom we want to develop/strengthen partnerships; shared support... WIIFM and how we create a healthier community:</p> <ul style="list-style-type: none"> ● Faith communities (access to all ages and incomes) ● Target at-risk populations (poverty and culture) ● Bicycle Longmont ● Boulder County Public Health 	<p>2012</p>	<p>Determine staff role(s).</p> <p>Do we utilize our current LWL marketing contractor?</p> <p>Do we utilize the City's marketing/graphic design contractor for some of this work?</p> <p><u>Projected costs:</u> Determine City graphic design/marketing contract rates.</p>

		primary contact person(s)/liaison(s).	<ul style="list-style-type: none"> Engage more highly visible and community-focused businesses to lend credibility to our work. LDDA Neighborhood groups LAVA Medical community 		
<p>Strategy #3: Using owned and earned media outlets, promote individual behavior/lifestyle changes.</p> <p>[Advocacy]</p>	<p>Tactic #1: Develop a series of monthly articles and tips that offer community members practical ways they can eat a little better and move a little more.</p> <p>*Build upon what has been created to this point. Consider additional resources such as LWL pocket guides, handouts/PDFs (printed at events and venues, and downloadable online), recipe collections, archived article database on website</p> <p>Also utilize this tactic to communicate the compelling reasons why the Longmont community should care about this issue and heed the call to action.</p>	<p>Look for ways to include this practical information in owned and earned media outlets for LWL and LWL partners and coalition members.</p> <p>Research and list : opportunities/process for contributing materials such as the following. Determine desired frequency for each (eg, weekly health tips in Times-Call; seasonal articles for Longmont Life.)</p> <p>Contributed articles: meant for earned and owned media outlets--guest editorials, newsletter articles, feature stories, local magazines. These articles are written by individuals in the community who are passionate about living and eating well and should be encouraged to put their name to these pieces to help spread monthly wellness messages.</p> <p>Learning briefs: These are similar to contributed articles, but the main differences are that there are no “authors” and they are more brief. These briefs are great for publications looking to fill a small space</p> <p>Fun Facts: meant to serve as messages and inserts for opportunities where there isn’t much space (e.g. HOA newsletter).</p> <p>Sponsored shared community efforts: Ex. LiveWell cook books and similar wellness-focused resources with contributions from around the community.</p> <p>Why get involved/care about this issue?</p> <ul style="list-style-type: none"> The world (lifestyle) has changed...and our eating and living behaviors need to change with it. Individual and community health. Economic impact for business. Image enhancement. Attract talent for business success. We are trending in the wrong direction (increased obesity rates). Reinforcement/support of what I know is right and good for me and others. Health care costs are skyrocketing. We cannot buy our way out of this mess. Link between poverty and poor health...it’s all related...if we are to grow a generation of successful children, we have to start with health...cannot learn when not healthy... 	<p>General population.</p> <p>Key target audiences.</p>	2013	<p>Regular column in Longmont Life</p> <p>What do we do with the food assessment data?</p> <p><u>Projected costs:</u> Freelance articles and publishing materials: plan on estimated \$30-\$60 depending on contractor.</p>

	<ul style="list-style-type: none"> • Connection between learning and health. • Future of our country depends on it. • The movement itself is fun and positive. • And...small changes can make a big difference. Herd of elephants story. 			
<p>Tactic #2: Enhance our LiveWell Longmont Ambassador effort.</p>	<p>Keep coalition and key community members informed about LWL messages, and encourage them to spread the message about living well throughout their networks within the community.</p> <p>Send out monthly emails and/or e-newsletters to these “ambassadors” that contains the LiveWell message of the month, along with bullet points, “fun facts”, wellness tips, linkages to resources and web sites.</p> <p>Ask ambassadors to share this information with others within their existing networks via email, owned media and/or earned media to which they have access.</p> <p>Consider sponsoring a natural foods cooperative community/store: see Good Natured Family Farms http://www.goodnatured.net/ as a model; featured on documentary “Fresh”.</p>	<p>LWL coalition members</p> <p>Key community leaders and targeted partners.</p>	<p>2012 and beyond</p>	<p>Create monthly LiveWell themes/messages; tie-in with our branding campaign and/or with any LiveWell Colorado campaign messages/themes.</p> <p><u>Projected costs:</u></p>