



# **A Communication Plan for Newfoundland and Labrador Public Health Association (NLPHA) 2012 - 2014**

*NLPHA Board  
Date: May, 2012*

## ***I. Situational Analysis:***

The Newfoundland and Labrador Public Health Association (NLPHA) is an independent, voluntary, non-profit provincial advocacy group comprised of health professionals, community members, and affiliated organizations who promote and support public health. The Association is affiliated with the Canadian Public Health Association (CPHA) and is a member of the Canadian Network of Public Health Associations. NLPHA was incorporated in 1989. In 2011 NLPHA revised its Strategic Plan 2011-2014 and in 2012 revised its Constitution and By-Laws.

### **Vision Statement**

The vision of the NLPHA is an effective public health system that promotes and supports the health and well being of the people and communities of Newfoundland and Labrador.

### **Mission**

The mission of the NLPHA is to be an active voice to promote public health in Newfoundland and Labrador and to enhance and support public health capacity guided by the principles of disease prevention, health promotion and protection, and healthy public policy.

### **Goals**

The goals of the Association are:

1. To establish NLPHA as a credible voice on current and emerging public health matters.
2. To advocate for public policies that promote supportive environments for health.
3. To support and encourage a vibrant diverse membership.
4. To liaise and partner with CPHA and other provincial and territorial associations.

## ***II. Stakeholders:***

NLPHA subscribes to James Grunig's situational theory of publics, dividing our stakeholders into external, internal and intervening publics with active or passive interest in the actions and communications of our organization. In broad terms, NLPHA identifies the following as our stakeholders:

- Membership
- Board
- Volunteers
- Communities and Municipalities
- Educational Institutions
- Politicians (Municipal, Provincial & Territorial)
- Public Health Professionals
- Other Provincial and Territorial Public Health Associations
- CPHA
- Other Health Organizations/Associations
- Department of Health and Community Services
- Government of Newfoundland and Labrador
- Government of Canada
- Relevant Private Sector
- Other identified stakeholders as appropriate.

## ***III. Goal of the Communication Plan:***

To establish NLPHA as a credible voice on current and emerging public health matters.

The objectives of this communication plan are:

- To communicate effectively with all stakeholders to enhance our image and to increase awareness on current and emerging public health matters.
- To increase membership.
- To provide opportunities for feedback on activities of NLPHA.
- To strengthen relationships with internal and external stakeholders.
- To advocate and promote awareness of key public health issues.

#### ***IV. Key Messages:***

- NLPHA is a credible voice and advocate for current and emerging public health matters.
- NLPHA is committed to enhance and support public health capacity guided by the principles of disease prevention, health promotion and protection, and healthy public policy.
- NLPHA is committed to building an effective public health system that promotes and supports the health and well being of the people and communities of Newfoundland and Labrador and Canada as a whole.

#### ***V. The Communication Opportunity:***

We promote current and emerging public health matters and NLPHA using the following communications tools:

- Communications Plan
- Association identified materials, including letterhead, logo, pamphlet, display, slide presentation, etc
- Minutes of Meetings
- Position papers on prioritized public health issues
- Newsletter
- Website
- Event Planning
- Internet (active distribution of educational and other materials to all members)
- Annual reports
- Legal and legislative documents (incorporation)
- Releases-press, stakeholders, partners

## ***VI. Evaluation and Monitoring***

We will use a built-in monitoring and evaluation mechanism to allow ongoing assessment of the effectiveness of the activities and actions in meeting the described objectives and adjustments to plan as necessary.

Monitoring and evaluation include:

- Any input received from members
- Any input received from partners
- Survey of members
- Media
- Annual Report

Reference:

<http://www.iabc.com/cwb/archive/2012/0312/>

<http://www.hieran.com/comet/howto.html>

Western Health Communications Plan 2010-2012