

Doña Ana Place Matters- Health Impact Assessment Media Advocacy (Communications) Plan

Stage	Key Audiences	Communications Methods Used
Scoping	Community Members	<ul style="list-style-type: none"> • Share scoping plan and pathway diagrams drafts with Community Advisory Committee
	Advocacy Groups	<ul style="list-style-type: none"> • Share scoping plan and pathway diagrams with Steering Committee
Assessment/ Recommendations	Community Members	<ul style="list-style-type: none"> • Community forums discussing goals for the project and plans • Community Advisory Committee meetings
	Policy Makers	<ul style="list-style-type: none"> • Discussions with policy makers
	Advocacy Groups	<ul style="list-style-type: none"> • Steering Committee meetings

Reporting	Policy Makers	<p>Possible communications tools:</p> <ul style="list-style-type: none"> • Legislative visits • Executive Summary • Full Report • Presentations during public comment period • Public testimony
	Community Members/Advocacy Groups	<p>Possible communications tools:</p> <ul style="list-style-type: none"> • Use of messengers to speak at community forums • Storytelling • Fact sheets • Infographics • Community Forums • Press Release • Social Media Posts • Websites • Info at Places of Worship/ Schools
Monitoring	Advocacy Groups	<ul style="list-style-type: none"> • Communications with key groups to aid in monitoring
	Community Members	<ul style="list-style-type: none"> • Follow-up steering/ community advisory committee to discuss the impacts and outcomes of the findings