

**National Center for Frontier Communities/SWNM Food Policy Council  
Food Equity/HIA Project**

**Communications Plan  
February 2015**

Stakeholder	Primary or Secondary?	Desired Outcome or Action? What is success?	How?	Tool (s) Needed	Spokesperson(s) and/or Person Responsible for Activities	Time Frame
HSD Bureau Director M. Oleske et al	Primary	<p>Change TEFAP formula to make it more representative of NM low income, food insecure populations.</p> <p>*Q. How are we defining 'equitable?'</p> <p>Success is a more equitable TEFAP formula and media coverage to publicize formula change and anticipated benefits; heightened awareness of "emergency" food in NM and gaps; hunger issues generally; nutrition quality of emergency and other sources of donated food</p>	<p>Statewide Advisory Committee recommendation; outcomes of HIA process/final report</p> <p>Meet with HSD/FANS bureau chief to discuss desire to form advisory committee, when and opportunity for input on committee formation and criteria.</p>	<p>HIA final report and executive summary. Report to include methodology; bio on key team members; HIA process documents, including scoping and pathways, etc; graphics comparing quantity of food received and distributed in urban vs. rural/frontier. Other visuals: hunger in rural/frontier vs. urban; health indicators ie. obesity; hypertension etc. urban vs. rural/frontier; survey results; summaries of other TEFAP formula changes?; TEFAP</p>	<p>Susan Wilger. She will work with SWNM Food Policy Council.</p> <p>DATA/Graphics: T. Sharman, CDC and Ben Rasmussen.</p> <p>Susan and Lisa draft final report.</p> <p>Hire graphic designer.</p> <p>Lisa to create TEFAP recipient profiles for report; potential media</p>	<p>Feb 2016 M.Oleske retired and FANS leadership is in transition</p> <p>TBD</p> <p>May 30?</p> <p>post-focus group (April 30-TBD)</p>

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				recipient profiles, etc.  Media advocacy?  Report Release Elements: <ul style="list-style-type: none"> <li>• email blast with release;</li> <li>• Social media/web exec summary; key talking points;</li> <li>• trained spokespersons (on message)</li> <li>• B-roll images</li> <li>• HEP Newsletter</li> </ul>	Food Council members and TEFAP recipients for media advocacy	TBD
SWNMFPC	Primary	Active engagement and support of HIA Process; participation in State Advisory Committee; partners in communicating program outcomes to their respective communities; potential spokespersons	Regular HIA progress reports at monthly meetings;  Access to documents/ internal communications as needed  Between meetings: Weekly or bi-weekly email blasts;	Monthly reports (in-person @ Food Policy Council meetings) w/ email and social media follow-up  Group email list.  Facebook (CHI) and HIA page for NCFC website; linked with key partners (Council members;	Ben, Susan and Beth  Ben - email list  Ben- regular social media and website updates	Ongoing/ monthly  Email list: Feb 2016 HIA web page: March 2016

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			social media and website posts	health councils, HEP, etc.)  HIA project one-page description	Lisa J.	Complete
TEFAP Recipients	Primary	<p>Join SWNMFPC; Statewide Advisory Committee? Participate in process via interviews, focus groups, etc.</p> <p>Identify 1-2 recipients (via focus groups, interviews) willing to share story for "profiles" to be used in media outreach/advocacy and final report</p> <p>May also participate as media spokespersons-TBD</p> <p>Informed of any changes to TEFAP and how they are impacted -</p>	<p>One-on-one recruitment at food pantry locations with follow-up contact; Regular HIA process updates</p> <p>Food pantries; other partners' communication tools; state</p>	<p>Info Table/recruiting schedule Interview/focus group process outline and questions</p> <p>One-page HIA program description</p> <p>Letter describing TEFAP formula and how it impacts recipients; one-pager for food</p>	<p>Recruitment: Ben Rasmussen, Beth Cox</p> <p>Process outline and questions: Ben to draft w/Susan; share with Council for input; Lisa reviews.</p> <p>Interviews by Ben and Lisa</p>	<p>May 1 2015 based on pantry schedule</p> <p>Process outline and questions: March 20, 2015</p> <p>May 1, 2015</p>

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		communication assistance to HSD?	mailing? ISD mailing?	pantry staff/volunteers	L. Jimenez (one-page HIA project description)	Complete
Food Pantry Staff and Volunteers	Primary	Support for HIA Process; Engagement with SWNMFPC. Support engagement with TEFAP recipients.	Regular HIA process reports to SWNMFPC; Weekly or bi-weekly emails; Social media; web posts	Facebook (CHI) and HIA page for NCFC website	Ben Rasmussen, Beth Cox; SWNMFPC members	March 13, 2015; ongoing
				One-page HIA program description	Lisa	Complete
Local Food Banks	Primary	Support HIA process and goal of a more equitable TEFAP formula; share F2E measurement of quality of food (donated and distributed; use of tools provided)	Updates/ SWNMFPC meetings; Weekly or bi-weekly emails; social media; and web posts	TEFAP fact sheet with info sheet re. health equity issues rural/frontier compared to urban.	Ben to draft, Lisa to edit and review	Feb. 27?
		Improved collaboration and involvement with region.	Collaborative planning; partner on grant applications; community meetings/ trainings.	Emails; Face and website posts  Survey?	Ben to draft with TEAM review	Weekly or bi-weekly; ongoing
					Ben and Susan to initiate contact with RRFB.	Spring 2016

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Key Elected Officials	Secondary	<p>Heightened awareness and support for SWNMFPC; HIA process: food and hunger related issues among constituents</p> <p>Increase in TEFAP supply and/or TEFAP administrative funds</p>	<p>Invitation (to staff) to attend SWNMFPC meetings;</p> <p>Weekly or bi-weekly emails; Face and web posts</p> <p>Meet with NM delegation to discuss TEFAP options. (Rep Lujan-Grisham on House Ag Comm)</p>	<p>Official/Staff contact information and preferred method of communication;</p> <p>HIA program description; TEFAP fact sheet w/ health equity info</p> <p>Final report. Graphs/information on how TEFAP supply and funds have decreased and fluctuated over time.</p>	<p>SWNMFPC members; Susan Wilger (in Santa Fe)</p> <p>TEFAP recipients (media advocacy)</p> <p>Susan</p>	<p>TBD</p> <p>Fall 2015</p>
Media	Secondary	<p>TBD</p> <p>Potentially stories (print/audio/visual) about food and hunger related issues; support for TEFAP formula changes</p> <p>Reporting on Post-TEFAP formula change; support to HSD for media outreach/PR</p>	<p>Media releases; story pitches; invitations to key events; follow-up calls/relationship building</p>	<p>Media releases; supporting social media ie. Facebook; web info; images (print and B-roll); HEP Resources: media contacts; Facebook/social media; web site etc.</p>	<p>SWNMFPC members; TEFAP recipients (trained as spokespersons)</p> <p>Media Releases; pitches and follow-up - Lisa</p>	<p>TBD</p> <p>Potential media opportunities with survey results TBD; Other?</p>

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Community at Large	Secondary	Increased awareness of food and hunger issues in SWNM and beyond?; better understanding of how emergency food works; how its become routine food source; and what quality food donations are and resource gaps	<p>Media advocacy ie. print, community radio and TV</p> <p>Email blasts to partners; Social media: FACE and web posts; HEP web; Face and other social media; newsletter, etc.</p> <p>HEP Statewide Meeting; SW Health Council meetings,</p>	<p>Media releases; spokespersons</p> <p>Message Development and spokesperson training (TBD)</p> <p>Key partner contact list ie. DOH; CCoC; Farmers Market Association etc.</p> <p>HEP Newsletter Opportunities: Survey Results/Key data findings AND Final report Other?</p>	<p>Lisa Spokespersons: TEFAP recipients; SWNMFPC members</p> <p>Lisa</p> <p>Ben to ID key contacts and gather info</p>	<p>TBD</p> <p>March 6</p> <p>Fall 2016</p>
Policy makers from SWNM	Primary	Increased awareness of hunger and infrastructure needs to improve food access; success ultimately might be legislation to fund infrastructure improvements	media release; social media; policy briefing; potential meeting of officials at a local food pantry? Hold a press conference there	policy briefing (condensed version of exec summary); brief presentations to local town councils; county commissioners meetings Press releases to key publications; ie. NM municipal league mag; NM county associations pubs?	TBD	October 2015/Fall

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Regional Health Councils; SWNMCOG	Secondary	Increased awareness of hunger; how emergency food distribution works and health outcomes data	presentations to Councils with leave behind exec summaries with specific suggestions/call to action?	PPT presentations; leave behind - exec summary; "one pager" with key points	TBD	Fall 2015-Spring 2016
Regional Service Clubs	Secondary	Increased awareness of hunger; how emergency food distribution works and the importance of providing and increasing quality food donations	Contact club presidents and share exec summary; ask them to share information/recommendations with members	Exec summary; one-pager (condensed version)		Fall-Winter 2015