

Multichannel Consumer Engagement and Communication Plan Components

1. Prioritization of consumer segments, goals and outcomes, technology needed, and menu of outcome activities.
 - a) Clear, unified messages directed by the CAB and PMO and based on the overall vision for the SIM to target stakeholders across the state and bring a wide variety of consumer voices to SIM.
 - b) Detail the array of consumer segments that are the focus and a strategy to engage the various segments in a manner tailored to each segment that will be developed with input from consumers.
 - c) Target a wide array of consumers including those who are at-risk, underserved, or who experience health inequities.
 - d) Address health reform and equity among underserved at-risk populations, especially in the area of behavioral health.
2. Detail the number and modes of communication, forums, events and campaigns to be carried out throughout Plan implementation.
 - a) A calendar shall be developed for CAB and PMO review with a menu of events tailored to each of the consumer segments, target audiences and purposes.
 - b) Events shall include Community Conversations, listening forums, educational forums, focus groups, and use of social media tools such as Twitter, Facebook, and on-line discussion forums.
 - c) Modes and content of communication shall be selected with the following goals in mind: explore challenges and identify solutions for priority areas identified by the CAB, share and obtain feedback on topics related to SIM innovations and outcomes, provide information and education to populations of special interest to SIM, and conduct focus groups to evaluate the impact of specific SIM strategies and innovations.
3. The Plan shall detail the strategies the CONTRACTOR will use to identify, secure, and maintain partnerships with community-based organizations and cross-sector stakeholder groups to promote involvement of consumers in SIM activities and workgroups.
 - a) At the request of the CAB or the PMO, the CONTRACTOR shall use existing or new partnerships to assist in further recruitment.
 - b) The CONTRACTOR shall leverage connections to the CONTRACTOR's volunteer networks, public health and town officials, underserved minority groups and related legislative commissions, faith communities, consumers and providers of behavioral health services, and young adults in order to reach the intended audiences and draw consumers to the forums.