

2014-2015

# ADDPC COMMUNICATIONS PLAN

## FOCUS:

### GOALS

- ▶ Develop strategies for promoting existing and new resources
- ▶ Develop relationships with media contacts
- ▶ Increase quality and frequency of communications with Hispanic, African American and Indian American communities
- ▶ Create better public awareness for: Employment First, Work Incentive Information Network and the State Employment Leadership Network

### OBJECTIVES

- ▶ Provide ADDPC's audience with information that is useful and understandable
- ▶ Empower ADDPC's consumers to make well-informed decisions
- ▶ Communicate with key external stakeholders

### TARGET MARKETS

- ▶ Primary: Persons with developmental disabilities and their families, including minority groups
- ▶ Secondary: Influencers and state legislators

## PROJECTS IN PRODUCTION OR COMPLETED:

### CREATION OF VIDEOS, 2-4 MINUTES IN LENGTH

- ▶ "Who we are" introductory video (in production)
- ▶ Oral hygiene videos (3) (completed)

### SPANISH TRANSLATION OF ANNUAL REPORT (COMPLETED)

### CREATION OF POLICY BRIEF(S)

- ▶ Employment Options for People with Developmental Disabilities in Arizona (in production)

### REVISIONS TO ADDPC WEBSITE (FIRST PHASE COMPLETED)

- ▶ In collaboration with Experis, design changes including:
  - o Increasing usability by modifying design colors and elements
  - o Increasing social media presence on web page
  - o Highlighting video content on website
  - o Highlighting organic content such as news and events on home page

### ADDPC NEWSLETTER(S) (IN PRODUCTION)

### PUBLIC RELATIONS WORK (ONGOING)



# COMMUNICATIONS PLAN 2014-2015

MONTH	PUBLIC RELATIONS	MULTIMEDIA	WEBSITE	NEWS	WEBINARS
DECEMBER	TM2: Launch of oral health care video story	Oral Health Care videos			
JANUARY	TM1: Launch of ADDPC campaign story	Vlog: Dental care issues		ADDPC Newsletter distribution	Webinar 1: Recent legislative updates
FEBRUARY	TM1: ADDPC's role in providing services to persons with disabilities story				
MARCH	TM1: Part 2 of ADDPC campaign story (highlight someone else)	"Who we are" video	Creation of Spanish language landing page(s)	YouTube channel created	Webinar 2: Public Policy presentation
APRIL	TM2: Services that ADDPC provides story	Vlog: Restraints and seclusion in public schools			
MAY	TM1: Collaboration with doctor story				Webinar 3: Highlight Employment First
JUNE	TM1: Employment story	Employment videos (edited)	Design changes completed, Part 2 (Experis)		
JULY	TM2: Economic impact story	Vlog: Medical accessibility challenges			Webinar 4: Report on funded projects
AUGUST	TM1: Collaboration with doctor story and/or TM1: SARRC collaboration story				

