

# Appendix P

## Getting Started- Several Different Strategies to Reach your Key Audiences

Activity	LEAD	Goals				Target Audience			
		1-AWARENESS	2-COMMUNITY INVOLVEMENT	3-PARTNERSHIPS	4-SERVICE USE	COMMUNITY	POLITICAL-FN	POLITICAL	NON-ABOR.
<b>COLLATERAL MATERIALS</b>									
<p><b>Branding</b> – create a Hub program brand that reflects the cultural values, goals and principles of the Hub. This would be used in all communications materials produced by the Hub.</p> <p>Once a design is chosen – ensure the ownership to use is secured with copyright agreements, transfer of moral rights, and protected through use standards.</p>	Hub	✓				✓	✓	✓	✓
<p><b>Health Information</b> – produce brochures / rack cards, video shorts, posters on:</p> <ul style="list-style-type: none"> <li>• Nutrition – diabetes, chronic diseases, obesity</li> <li>• Mental health, addictions, alcoholism</li> <li>• HIV</li> <li>• FASD / ADHD</li> <li>• Drinking water</li> <li>• Trauma – residential school, self worth, depression, abuse, violence, etc.</li> <li>• Healthy lifestyle</li> </ul>	FNHC	✓			✓	✓			
<b>Provincial Newsletter</b> - High level updates on TFNHP covered in a provincial newsletter	FNHC	✓	✓	✓	✓	✓	✓	✓	✓
<b>Newsletter / Flyer / Bulletins</b> – publication produced by Hubs designed for their community – contains health information and Hub activities	Hub	✓	✓		✓	✓			
<b>Annual Report</b> – produce an annual report on Hub activities that indicates the activities completed, compare with the Hub goals and objectives, and reports on future activities.	Hub	✓				✓	✓		✓
<b>FNHC and Hubs General Brochure / Rack Card</b> – information piece describing the roles and responsibilities of each; produced by the FNHC for use and distribution by Hubs to community members that can be distributed by Hubs.	FNHC	✓	✓	✓	✓	✓	✓	✓	✓
<b>Community posters / flyers</b> – a local campaign on the Hub and the importance of health care.	HUB	✓	✓			✓	✓	✓	✓
<p><b>Community Calendar</b> – flyers and bulletins on community events</p> <p>DISTRIBUTION – can be posted on the website, in the community, and delivered door-to-door and at other meetings and events</p>	Hub		✓			✓			

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<b>Best Practices</b> – an information guide or brochure on some of the best practices in Hub activities and communications – this can be posted by story or a full publication on the FNHC website.	FNHC	✓				✓			
<b>Information Package</b> – containing general health information, including services, basic health care, service providers contact information.	Hub & FNHC	✓	✓	✓	✓	✓	✓	✓	✓
<b>Image Databank</b> – develop an image databank, being high-quality photographs of Aboriginal people, and health and healthy living situations that can be used in print materials, on the website, for video shorts (as B-roll), and provided to media. (SharePoint hosted)	Hub & FNHC	✓				✓		✓	✓
<b>ADVERTISING</b>									
<b>Website</b> – posts information on the Hub, purpose, health information, links to service providers and forms, and member First Nations, events and news. *Consider using existing Tribal/ Health sites	Hub	✓	✓	✓	✓	✓			
<b>Social Media – Facebook, Twitter, My Space</b> – established and maintained by a designated Hub representative as it requires the service be used frequently (ideally, daily). Membership to the social media must be promoted to make the service useful – promote on all promotional materials and the website.	Hub	✓	✓			✓			
<b>Advertising –</b> <ul style="list-style-type: none"> <li>Local – Hub information and events - in local and Aboriginal publications</li> <li>Provincial – health information, advertisement could include all Hubs telephone and web address</li> </ul> <p>*Advertising to be used sparingly as most media relations activities will be through media releases to gain publicity</p>	Hub & FNHC								
<b>SALES, PROMOTIONS AND EVENTS</b>									
<b>Champions</b> – Champions are leaders , influencers identified to be the spokespeople and participate in leading marketing activities. The key role of the Champion is advocacy – identified by First Nation for advocacy.	Hub	✓	✓	✓	✓	✓	✓	✓	✓
<b>Local Area Workers</b> – share information, promote services, and gather feedback, meet community members face-to-face. Support workers with business cards and collateral materials.	Hub	✓				✓			