



# SENIOR CARE ASSOCIATION

## Communications Plan

Fictional Communications Plan

### ABSTRACT

This communications plan is designed to support the Senior Care Association's mission to ensure that every senior citizen in New Town, TN, has access to essential care services. Guided by the Mayor's vision, "All Senior Citizens in New Town, TN, will receive the care they need," the plan uses the RPIE (Research, Planning, Implementation, and Evaluation) model to enhance awareness and connect seniors with critical resources. Through targeted outreach, community events, and partnerships, this strategy aims to inform, empower, and engage the community to fulfill the promise of accessible care for all seniors.

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## NARRATIVE FORMAT

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## Introduction

This communications plan was developed by Erwin Consulting Services, LLC for the City of New Town, TN, with the goal of **raising awareness about the vital services offered by the Senior Care Association**. As New Town's aging population continues to grow, it is essential that residents and their families are informed about the resources available to support their health, well-being, and quality of life. Using the proven **RPIE (Research, Planning, Implementation, and Evaluation)** model, this plan outlines a strategic approach to increase awareness and engagement within the community. By leveraging media outreach, community events, and partnerships with healthcare providers, the City of New Town can ensure that **elderly residents are better connected to the services they need**. This plan is designed to **meet the City's objectives efficiently and measurably** over a six-month period.

## Goal

Ensure that all senior citizens in New Town, TN, have access to essential care services by raising awareness and facilitating connections to resources, in alignment with the mayor's vision that **"All Senior Citizens in New Town, TN, will receive the care they need."**

## Research

The first phase of the RPIE process is research, which involves gathering data on the current awareness and perceptions of Senior Care services in New Town. The following research methods will be used to establish a baseline understanding of the public's knowledge:

**Surveys** Conduct a survey of residents in New Town to gauge their awareness of Senior Care services.

**Interviews** Hold interviews with elderly residents, their families, and healthcare professionals to identify gaps in understanding or service utilization.

**Data Review** Analyze previous service usage data from the Senior Care Association, focusing on demographic patterns and areas where services are underutilized.

**Media Analysis** Review local media coverage related to Senior Care and identify potential opportunities for awareness-building.

### Research Findings (fictional):

- Only 30% of elderly residents and their families are aware of the full range of services available.
- There is a significant underutilization of in-home care and health consultation services.
- Word of mouth is the primary source of information for elderly services, but no strategic communication efforts are currently in place.

## Planning

Based on the research findings, the following plan will outline the strategy for raising awareness of the Senior Care Association's services.

**Overall Goal for Public Relations:** To increase awareness of the Senior Care Association's services by 50% among elderly residents and their families in New Town, TN, within six months.

### Key Publics:

**Elderly Residents** The primary target group, aged 65+, living in New Town.

**Family Members of Elderly Residents** Adult children or relatives who make caregiving decisions.

**Healthcare Providers** Doctors, nurses, and community health workers who influence decisions about Senior Care.

**Local Media** Journalists and news outlets that can help spread awareness of the services.

**Community Leaders** Local government, church groups, and neighborhood associations that can support outreach efforts.

## Objectives

**Outcome Objective 1** Increase the awareness of the Senior Care Association's services from 30% to 80% among elderly residents and their families within six months.

**Outcome Objective 2** Increase website visits and calls to the Senior Care Association's office by 40% within three months.

**Output Objective 1** Distribute 5,000 brochures at community centers, senior homes, and healthcare facilities over a six-month period.

**Process Objective 2** Host two community open houses and three online webinars for families to learn about services within six months.

## Strategies

**Communication Strategy** Create and distribute clear, accessible, and targeted messages across various platforms, including print and digital media, that explain the services available and how to access them.

**Action Strategy** Partner with healthcare providers and community leaders to actively refer elderly residents and their families to the Senior Care Association.

## Tactics

**Media Outreach** Develop press releases and media kits to send to local newspapers, radio stations, and television programs to promote the availability of services and upcoming events.

**Social Media Campaign** Launch a targeted social media campaign using Facebook and Instagram, focusing on caregivers and adult children of elderly residents.

- Weekly posts showcasing the association's services with testimonials from families who have benefited.
- Facebook ads targeting family caregivers aged 35-55 in New Town.

**Printed Materials** Create brochures and posters that detail the range of services offered, to be distributed at community centers, churches, and healthcare offices.

**Community Events** Host two open houses at the Senior Care Association's main office to offer tours and information sessions. In addition, host online webinars in collaboration with local healthcare professionals to educate families on elder care options.

**Referral Program** Establish a formal referral program with healthcare providers, offering them promotional materials and incentives for referring patients to the Senior Care Association.

## Implementation

The implementation phase will include the following steps:

### Media Relations:

- Press releases and interviews to be pitched to local news outlets by Month 1.
- Targeted social media ads to run throughout the six-month period.

### Event Planning

- Open houses scheduled for Month 2 and Month 5, with local media invited.
- Webinars scheduled for Month 3, with healthcare professionals co-hosting.

### Print Distribution

- Brochures and posters to be distributed by Month 2 at community centers, healthcare facilities, and churches.

### Monitoring Progress

- Use web analytics to track the increase in website visits and phone inquiries.
- Evaluate attendance at open houses and webinars.

### Timetable

| Task                         | Responsible Party     | Deadline          |
|------------------------------|-----------------------|-------------------|
| Survey and research analysis | Communications Team   | Month 1           |
| Press release creation       | PR Consultant         | Month 1           |
| Social media campaign launch | Social Media Manager  | Month 1 (ongoing) |
| Open house #1                | Events Coordinator    | Month 2           |
| Webinar #1                   | Webinar Coordinator   | Month 3           |
| Brochure distribution        | Volunteer Coordinator | Month 2-6         |



|               |                    |         |
|---------------|--------------------|---------|
| Open house #2 | Events Coordinator | Month 5 |
|---------------|--------------------|---------|

## Evaluation

The final phase of RPIE focuses on measuring the success of the communication plan.

### Evaluation Methods

**Awareness Tracking** Conduct a follow-up survey after six months to assess whether the awareness of services has increased from 30% to the target of 80%.

**Web Traffic:** Use Google Analytics to track a 40% increase in website traffic and online inquiries.

**Event Success:** Measure attendance at open houses and webinars to determine if outreach efforts are effectively engaging key publics.

**Referral Data:** Track the number of referrals made by healthcare providers to assess the success of the referral program.

### Adjustments

- If objectives are not met by mid-campaign, adjust the social media targeting or increase the frequency of media outreach.