



# 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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## SIMPLIFIED TABLE FORMAT

Element	Sub Element	Description
Research	Surveys	Conduct surveys with elderly residents and their families to gauge current awareness levels of available services.
	Interviews	Engage healthcare providers and caregivers in discussions to understand their knowledge of services and identify gaps.
	Data Review	Analyze current service usage data, focusing on demographics and underutilized services in New Town.
Plan	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."
	Key Publics	1. Elderly residents (primary target, aged 65+). 2. Family members (key decision-makers in caregiving). 3. Healthcare providers (doctors, nurses, and community health workers). 4. Community leaders (churches, local government).
	Objectives	1. Increase awareness from 30% to 80% within six months. 2. Increase website visits and calls by 40% within three months. 3. Distribute 5,000 brochures within six months. 4. Host two open houses and three webinars within six months.
	Strategies	1. Develop clear, targeted messages through print and digital media. 2. Partner with healthcare providers and community leaders for referrals.
	Tactics	1. Media outreach: Press releases and media kits. 2. Social media campaign: Weekly posts on Facebook and Instagram. 3. Printed materials: Brochures and posters distributed at community centers, churches, and healthcare offices. 4. Host two open houses and three webinars.

Element	Sub Element	Description
<b>Implement</b>	Timeline	Media outreach begins in Month 1; social media campaign runs from Month 1 to Month 6. Open houses are held in Months 2 and 5. Webinars are hosted in Month 3. Brochures are distributed from Month 1 to Month 6.
	Roles and Responsibilities	Communications team oversees media outreach; social media manager handles digital campaigns; events coordinator organizes open houses and webinars.
	Resources	Budget allocated for printing brochures, online ads, and event coordination. Volunteer support for brochure distribution and event staffing.
<b>Evaluate</b>	Awareness Tracking	Conduct follow-up surveys after six months to measure awareness increase from 30% to 80%.
	Web Traffic Analysis	Use Google Analytics to track a 40% increase in website visits and phone inquiries.
	Event Success	Track attendance at open houses and webinars.
	Referral Monitoring	Monitor the number of healthcare provider referrals to assess the success of the referral program.