Florida Association of Healthy Start Coalition’s Inc. Dissemination and Partnership Plan
Background

- **FAHSC** is the state association representing 30 local Healthy Start coalitions in Florida.

- **Campaign target groups (planners, non-planners):**
  - **Primary:** At-risk pregnant women & families of newborns; at-risk interconceptional women (largely non-planners)
  - **Secondary:** all women of childbearing age (college students); providers (GYNs, Peds, churches, community groups, state & local HDs)
Roles We Will Play in Campaign

- Dissemination of campaign material directly to women of childbearing age

- Promote the campaign using channels we have in place (state Title V, FAHSC, local coalition websites, MomCare, provider outreach, interagency coordinating groups)

- Recruit partner organizations that can reach women directly
Dissemination Plan: Planners

- **Target Audience**: Women of childbearing age receiving GYN care in MD offices, clinics.
- **Product**: At-a-glance fact sheet (providers)
  - Educational video, poster, My Plan self-assessment
- **Channel**: Combo fact sheet/flyer on availability of campaign material (request through website)
- **Dissemination objective(s)**: By June 2014, fact sheet/flyer announcing availability of campaign material will be distributed to at least 30% OB/GYN offices in FL.
Dissemination Plan: Nonplanners

- **Target Audience:** Healthy Start participants (prenatal, postpartum care coordination, MomCare)
- **Product:** Combo info card with website, QRC code/”my plan” self assessment
- **Channel:** home visits, MomCare mailing, hospital discharge pack
- **Dissemination objective(s):** By June, 2014, at least 40% of HS & MomCare participants will receive website info/self-assessment.
Dissemination Plan: Nonplanners

- **Target Audience:** College students
- **Product:** Combo info card with website, QRC code/”my plan” self assessment; posters
- **Channel:** PPEs (selected sites), student health fairs
- **Dissemination objective(s):** By June, 2014, at least 1,500 combo cards and 500 posters will be distributed to colleges, PPE programs in FL.
Partnership Plan

- **Targeted partners:** FDOH, OB/GYNs, Peds, hospitals, colleges, churches, community groups
- **Reach:** Some planners, but primarily non-planners
- **Request:** Distribute to patients, students, program participants, state & local HD prgms
- **Why:** Mutual benefits
- **Barriers:** Printing costs, tracking process
- **Strategy:** Provide downloadable copies on website; pool printing orders; track online