

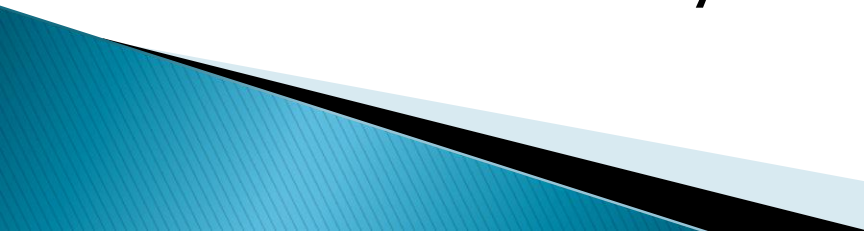
Florida Association of Healthy Start Coalition's Inc. Dissemination and Partnership Plan



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)

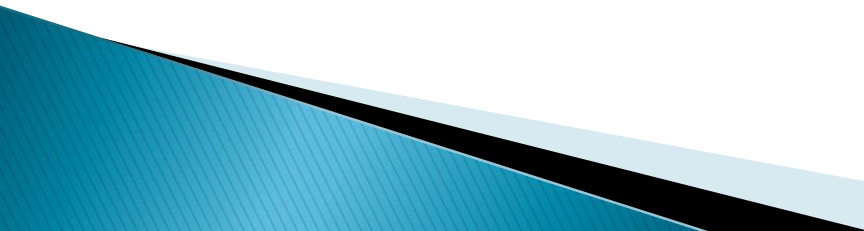
Roles We Will Play in Campaign

- ▶ 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
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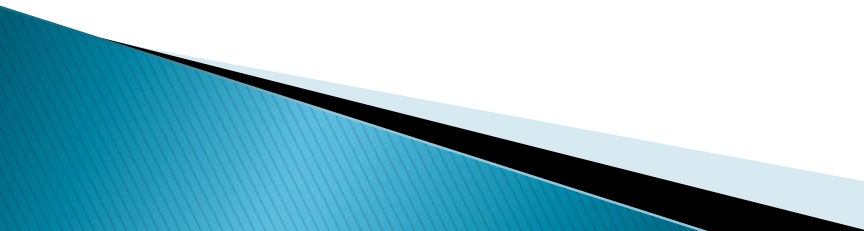
Dissemination Plan: Planners

- ▶ **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.
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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.
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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
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