

Sharing the LAUNCH Message



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THREE AREAS for Discussion:

A. Branding LAUNCH

B. Communications Toolkit

C. LAUNCH Web site as a dissemination channel



Importance of a strong “brand” for LAUNCH

Benefits:

- Consistent communication
- Clear identity to important stakeholders
- Helps build the credibility of the organization and project
- Sustainability!



Strong branding is needed at all levels:

- National
- State
- Tribal
- Community



How are you talking about Project LAUNCH?

Your feedback will inform our message development



Who are the important audiences you are reaching?

- *State*
- *Local*
- *Tribal*
- *Other??*



How are you describing Project LAUNCH to key audiences?

- State/tribal/local councils, health providers, elected officials...
 - their reactions?
 - what's working?



Communications Toolkit

- [LAUNCH Communications Toolkit](#) can help you create an effective communications strategy to reach your program goals
- Builds on your strategic plan



Communications Steps

- Situation analysis
- Target audiences
- Creating effective messages
- Selecting channels
- Evaluating impact



Using the Communications Toolkit

- Webinar – summer or fall
- Individual consultation via phone and e-mail



Project LAUNCH Web Site

- [Launch Web site](#) as a channel to share your success
- Ideas for using the Web site to share what you are doing with a broader audience

