**COMMUNICATION PLAN**

**Objective**

To inform, educate and encourage \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ firefighters to participate in the Department's new Wellness/Fitness program. This new program will improve the overall health and wellness of firefighting personnel at this time and well into retirement.

**Strategy**

The following steps will be taken within the organization to establish the program and communicate its components:

**Meetings**

Executive Staff

1. A presentation will be made to the Fire Chief and the Chief Deputy describing the program and outlining the communications plan.
2. A second presentation will be made to the entire Executive Staff prior to \_\_\_\_\_/\_\_\_\_\_/Year regarding the same.

**Divisions**

1. Division-level meetings will be scheduled to present the information.
2. Battalion Chief meetings will be scheduled to present the program.
3. Captains meetings will also be scheduled to continue the program's roll out to the organization.

**Department briefing manual system**

1. An official Executive Action (EA) briefing memo will be authored by Wellness/Fitness Committee and released by the Fire Chief \_\_\_\_\_/\_\_\_\_\_/ Year to all Department personnel through e-mail to announce the commencement of the Initiative.

**Publications/information**

1. An edition of the Department's newsletter for breaking news and special programs will be published to outline the Wellness/Fitness Initiative within the Department. It is intended that publication be a four-color publication, so as to will gain more attention from personnel and will assist the Wellness/Fitness Committee to launch the program within the organization. This issue will be written, designed and published internally at no additional cost and distributed by \_\_\_\_\_/\_\_\_\_\_\_/Year.
2. A general article will be written to give the history of the Initiative and describe the program's components. The article will be developed jointly by the Wellness/Fitness Committee and a communications representative from Labor.
3. Photographs will be developed to represent each of the program's components and will accompany the article.
4. A promotional postcard will be designed and printed to accompany the \_\_\_\_\_/\_\_\_\_\_Year paycheck. This piece will be distributed to each individual.
5. The article(s) developed for will also be submitted for publication, targeting the \_\_\_\_\_/\_\_\_\_\_Year issue. The deadline for submission is \_\_\_\_\_/\_\_\_\_\_Year.
6. An 8.5" x 11" sized poster will be created for submission to publications as targeted to promote the Initiative. An advertising campaign slogan and art work will be created to set apart the program.
7. An 11" x 17" sized poster will be created for posting on each fire station bulletin board to promote the program.
8. Information about the program will be developed for posting on the Fire Department's website and Local's website. Deadlines need to be established.
9. A segment promoting the Wellness/Fitness Initiative will be slated and produced for the \_\_\_\_ (year) edition of *Fire Department Television.*
10. An article will be developed and placed in any appropriate Local publications.
11. Regular, ongoing e-mail announcements will be released from the Department's Internal Communications Office to alert firefighting personnel regarding developing aspects of the promotion or program. An example would be an announcement about the postcard distribution with \_\_\_\_\_/\_\_\_\_\_\_/ paychecks.
12. A "question and answer' piece will be developed to accompany the release of Department Newsletter to help give personnel additional information and answer some of the basic questions about the program and how it will be implemented throughout the Department.

**Joint development and promotion of the program**

An important component of the promotional program is the inclusion of Local representatives in the authoring and publishing of all materials developed for promotional purposes.

1. Program marketing meetings between members of the Department’s Wellness Fitness Committee, the Internal Communications Office, and the Local will take place through all phases of the promotional timeline.
2. Final review and approval of all written copy and graphic design representation must include the Local representative (s).

**Budget**

To make the campaign more effective, promotional items should be developed and distributed to provide an incentive and rewards for participation. Some suggested items include a campaign slogan t-shirt, water bottle, workout towel, blood pressure wrist monitor, among others. A budget needs to be established to underwrite the cost of these items. Private corporate sponsorship is suggested.

**Conclusion**

Through this promotional plan, it is expected that firefighters will be informed, educated and encouraged to adopt the IAFF's Wellness/Fitness program established locally by the Department.

|  |  |  |
| --- | --- | --- |
| **Assignment** | **Staff Member Responsible** | **Due Date** |
| Executive Staff Division, Battalion, and Captains Meeting Coordinator, Presentation and Scheduling |  |  |
| Executive Action Announcement |  |  |
| Local Newsletter Article/Photographs |  |  |
| Promotion postcard to accompany \_\_\_\_/\_\_\_\_200\_ paycheck |  |  |
| Dept Publication article |  |  |
| Poster (in two sizes) for publications and fire station posting |  |  |
| Dept/Local Website |  |  |
| Video for Stations or Dept TV |  |  |
| Ongoing e-mail announcements through Dept e-mail to fire station personnel |  |  |
| Question & Answer piece to accompany Newsletter releases |  |  |
| Research into cost of incentive items to promote campaign |  |  |
| Obtain corporate sponsorship funding to underwrite cost of producing incentive items |  |  |
| Prepare Copies of Wellness/Fitness Int. |  |  |
| Schedule meeting with Executive Staff |  |  |