

MAP Community Planning Meetings: Communication Plan

- I. Timeline (see calendar)
- II. Documents
 - a. Flyer
 - b. Poster (for Senior Centers and libraries)
 - c. Email to survey/focus group participants
 - d. Email to Steering Committee members
- III. Where to post/send
 - a. Email invitation
 - i. DoA listserv
 - ii. Survey respondents
 - iii. Focus group participants
 - iv. Listserv from faith-based organizations and Project EngAGE
 - v. Steering Committee
 - b. Electronic postings
 - i. Facebook
 - ii. OCDOA website/calendars
 - iii. Partnership in Aging website
 - iv. Orange County website
 - v. Chapelboro.com
 - c. Flyers/posters
 - i. Large poster for Seymour Center and Passmore Center
 - ii. Flyers for Project EngAge leadership
 - iii. Flyers at Project EngAge faith-based symposium
 - iv. Flyers for SALT team
 - v. Flyers for Long-term care sites
 - vi. Community Centers
 - vii. Flyers for OC libraries
 - viii. Rotary clubs
 - ix. American Legion
 - x. Post at Weaver Street, grocery stores
 - d. Media
 - i. Press release
 - ii. WCHL interview
 - iii. Daily Tarheel , News & Observer, Chapel Hill News , News of Orange
 - iv. Relevant radio shows
 - v. Radio stations