

Kentucky Cancer Consortium Communications Plan

Sender	Recipient	Flow	Content	Mode	Frequency
Jennifer Redmond, KCC Program Director; Katie Bathje, KCC Program Coordinator	Steve Wyatt, KCC Principal Investigator	↔	Consultation/guidance	Face-to-face meeting	Every other week
Jennifer, Katie	All KCC partners *	→	Newsletter on KCC activities, resources, successes, membership, and speakers, as well as relevant regional and state news.	PDF file sent to e-mail listserv and posted to Web site	Bi-monthly
Jennifer, Katie	All KCC partners	↔	Announcements, information requests, and other communications not included in newsletter	E-mail listserv	As needed
Jennifer, Katie	All KCC partners	↔	Requests for input to assist KCC decision-making	E-mail	As needed
Jennifer, Katie	Steering Committee	↔	One-on-one meetings, site visits	Face-to-face meeting	Annually
KCC Summit Planning Committee	All KCC partners	↔	Summit that offers continuing education and networking opportunities in cancer control in state.	Face-to-face meeting	Annually
KCC Partners, Steering Committee	KCC evaluation team and program staff	→	Information on state cancer control activities related to the Cancer Action Plan	Web data base	Annually
Jennifer; Katie; Suzanne Froelich, Communications Coordinator	All KCC partners, public	↔	Comprehensive KCC Web site (updated monthly with input from KCC members)	Web site	Continuous
Jennifer, Katie, Suzanne	All KCC partners, media, public	→	KCC Biennial Report	Printed publication and PDF file posted to Web site	Every two years
Jennifer, Katie, Suzanne	Media (newspapers, TV, radio)	→	Press releases, PSAs	Print, e-mail, fax	As needed
NCCP; Laura Zauderer and Tina Gill, CDC Project Officers	Jennifer, Katie	↔	KCC updates, success stories, information about other CCC programs	E-mail	Monthly or as needed
Ad hoc committees, Suzanne	All KCC partners, public	→	Project Summary Reports	Printed documents and PDF files posted to Web site	As needed
Jennifer, Steering Committee Chair	Steering Committee	↔	Decision-making, priority-setting, strategic planning, training	Face-to-face meeting	Bi-monthly

* KCC partners are all organizations and individuals serving on the KCC Steering Committee, ad hoc committees, and standing committees.