

Kentucky Cancer Consortium Communications Plan (External)

Primary Sender	Recipient	Flow	Content	Mode	Frequency
Katie; Suzanne	All KCC partners, public	→	State and multi-regional cancer control information clearinghouse; committee webpages; extensive resource links; KCC organizational information; KCC Connect archives	Website	Monthly
Katie, Suzanne	All KCC partners *	→	"KCC Connect" newsletter, highlighting statewide/multi-regional, partner organization and national CCC news/updates; & Cancer Action Plan updates.	PDF file sent to e-mail listserv and posted to Web site	Quarterly
Jessica	KCC Committees	→	"Shout-out" of Committee progress, updates, news.	Word document sent to committee members and posted to Web site	Quarterly
Jessica	KCC Committees	→	Compilation of quarterly committee "shout-outs" compiled into Annual Report	Word document sent to committee members and posted to Web site	Annually
Jennifer, Katie	New Steering Committee members	↔	New member orientation	Face-to-face meeting; Membership Packet PDF	As needed
Jennifer, Katie	Steering Committee partner orgs	↔	Touch base with individual partners; gauge partner satisfaction; discuss partner org goals in relation to KCC involvement	Face-to-face meetings, teleconferences, site visits	Annually
Keisha	KCC Committees	↔	Information on partner organizations' implementation of the Cancer Action Plan	Electronic survey; results on website	Annually
Katie	Survivorship Committee	→	Update regarding survivorship research, state and national cancer survivorship news.	Word document e-mailed Committee members	Semi-annually
Suzanne	Media (newspapers, TV, radio)	→	Press releases, PSAs	Print, e-mail, fax	As needed

* KCC partners are all organizations serving on the KCC Steering Committee, Cancer Action Plan (CAP) committees, and Operational committees.