

RI SIM Communications and Dissemination Plan

June 13, 2019

Key Priorities/Goals for SIM Communication and Dissemination

1. Ensure that key stakeholders are aware of how SIM’s work has changed the landscape
2. Share knowledge – formally and informally – to help shape and inform future healthcare planning and transformation efforts, as well as ways to use lessons learned to spend new grant dollars (for health or other issues) more effectively
3. Distribute usable training products and promote ongoing training opportunities
4. Tap into state agency communication effort to coordinate more local and national outreach and media opportunities in order to accomplish the goals above, as well as to celebrate successes and share the personal stories we have developed

Target Audiences

- Healthcare reform-related stakeholders, including members of the healthcare workforce and the higher education community
- Other community leaders and consumer advocates
- State agency leadership
- Legislators/policy makers
- Media
- Potential future funders
- Other Continuing SIM States

Short Term Strategies Underway

Product:	Target Audience:
<p>SIM Slide Deck Presentation:</p> <ul style="list-style-type: none"> • Overview of goals and strategies, and how projects will be sustained • Emphasize future-oriented message – “SIM has paved the way for...” 	<p>Presented to: EOHHS Task Force Presentation Rhode Island Medical Society Board Presentation Governor’s Council on Behavioral Health</p> <p>Plans to Present to: Prevent Overdose RI Rhode Island Children’s Cabinet</p> <p>Who else?</p>
<p>SIM-funded Evaluation Reports:</p> <ul style="list-style-type: none"> • Community Health Teams/SBIRT, PediPRN, HIT, End of Life • Provider Interviews on the Quadruple Aim • Culture of Collaboration Surveys and Qualitative Interviews 	<p>Plans to Present to: Vendors Healthcare stakeholders Policy makers Potential future funders</p> <p>Who else?</p>

<p>General Media Opportunities:</p> <p>Existing: TAP Conscious Discipline Feature on Channel 10 SBIRT Training Center Article Interprofessional Community Preceptor Institute Video for Twitter</p> <p>Planned: End of Life Interview with Channel 10 5 Questions – Providence Business News Sustainability Announcements</p>	<p>General Public</p>
<p>RI Medical Journal</p> <p>Already written: Articles on SDOH and Community Health Teams</p> <p>To be written: Special Issue to include:</p> <ul style="list-style-type: none"> • Editorial, 4-5 Articles • Data Brief • Public Health Briefing 	<p>Share with:</p> <p>Healthcare provider community and others above</p> <p>Other ideas for places to distribute these or publish other articles?</p>
<p>Conference Presentations:</p>	<p>NAMI State Conference (May 2019) RI Health Equity Conference (Sept 2019) Northeast Epi Conference (Fall 2019)</p> <p>Where else?</p>