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**LOWER NORTH SHORE COALITION FOR HEALTH**



# Basse Côte Nord en Forme

## Communication Plan - 2014/2015

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## 1. Overview

In March 2007, the Lower North Shore Coalition for Health (LNSCH) concerted to define regional objectives pertaining to all health and social services issues as well as to develop an action and sustainability plan to achieve forecasted results. One of the outlined objectives was to encourage youth to develop healthy lifestyles. In response to this objective, the LNSCH submitted an application to Quebec en Forme, whose mandate is to contribute to the adoption of active lifestyles and healthy eating habits by Quebec youth (0-17). Thus, *Basse Côte Nord en Forme – Healthy active youth...ensuring a healthy active future* was implemented across the Lower North Shore.

**Mission:** The Basse Côte Nord en Forme initiative will work in cooperation with community organizations and interested residents to provide opportunities and support for youth aged 0 to 17 years and their families to adopt active lifestyles and healthy eating habits which they will carry with them throughout their lives.

**Vision:** To encourage and involve residents of communities on the Lower North Shore to create and develop a lifelong «Healthy Active Lifestyle» for youth aged 0-17.

### **Strategic summary:**

- The aim of the initiative is for LNS communities to create an environment which promotes, develops and supports healthy active lifestyle for youth that they will carry with them throughout their life and subsequently transfer to their children.
- Work with communities, through local action groups representing youth interests, to develop action plans which result in activities that contribute to active and healthy lifestyles for youth.
- The program will follow the QeF mandate and focus on enhancing physical activity and healthy eating for youth ages 0-17, their families and their communities by focusing on improvements to communication between key players, maintaining involvement of regional and local partners and developing long term sustainable commitments from stakeholders.

### **Priorities:**

- Mobilization of partners, stakeholders and communities to encourage long term commitment
- Adopt and maintain desired behaviors by creating favorable environments
- Influence the development and implementation of local, regional, provincial and federal laws and policies
- Implement a communication strategy

## 2. Developing the Communication Plan

### 2.1 Objectives

The objectives for the BCNeF Communication plan are:

- To promote the benefits of healthy active lifestyles
- To demonstrate the importance of healthy eating and physical activities
- To support healthy eating habits and physical activities
- To raise awareness of BCNeF and encourage support from partners

### 2.2 Audience

The target audience for BCNeF is youth, (aged 0-17), parents, community and partners. To be effective, communication to the audience must be targeted carefully to suit each section, and it must be an on-going, consistent and frequent process throughout the BCNeF initiative. The information made available must be reliable and up-to-date.

The success of BCNeF depends on the contributions and support of community and partners. This support will only be sustainable if they are invested in the BCNeFs' "big picture" - *Healthy active youth...ensuring a healthy active future*. Effective communications is vital in reinforcing the value of ensuring a healthy active future and gaining vital support.

### 2.3 How to communicate with the audience

Due to the geographical challenges of the Lower North Shore, the lack of high speed internet and the high travel costs, it will be important that concise key points be the preferred message for all communications to the population.

### 2.4 Communication mechanism

#### 2.4.1 Facebook Page

A BCNeF FaceBook page will be a central point for all information about BCNeF activities in the communities across the Lower north Shore. Animators will be able to upload their monthly calendars, add weekly activities, pictures for parents to view and communities will be kept informed.

#### 2.4.2 Radio promotion

Radio promotion will be a key instrument in ensuring that all BCNeF messages are carried across the region. Local journalists will be able to interview BCNeF Animators in their own communities, as well as youth who attend BCNeF activities to give the

population a better insight on what the BCNeF movement provides to the communities.

#### **2.4.3 HPP materials**

BCNeF will work with partners to promote health prevention & promotion information and activities. Animators will participate in health prevention & promotion activities related to healthy eating and physical activity for youth (0-17).

#### **2.4.4 “Bring Back Play” Campaign**

BCNeF will work with partners to encourage families to get outside and play. Monthly promotion (via, radio, Facebook & community televisions) will be developed on activity ideas which parents and children can take part in together and will encourage healthy and active lifestyles.

### 3. Activity Plan

Media Format	Key Message	Target Audience	Frequency	Responsible
Radio interviews	Raise awareness of BCNeF and importance of healthy, active lifestyles. Promote "Bring Back Play" initiative.	Youth & families	Bi-monthly	Development Agent, Animators & Partners
Social Media (i.e. Facebook)	Promote BCNeF initiatives and activities. Promote "Bring Back Play" initiative.	Youth & families	Weekly	Development Agent, Animators
HPP slides	Health prevention & promotion awareness that will follow HPP calendar	Population	Monthly	BCNeF Development Agent, , Coasters Association, CSL, CSSSBCN
Community televisions (clinics, Cable Co-op)	Promote BCNeF initiatives and activities and importance of healthy, active lifestyles. Promote "Bring Back Play" initiative.	Population	Monthly	Partners