



Communication

In preparation for communications to promote and provide updates related to the Healthy Kansans 2020/KHIP, the KDHE Communications Office commissioned a population-based telephone survey in 2013 to examine and understand the preferred sources and mediums for receiving information about health and environmental issues and to gauge public opinion of health and environment programs in Kansas. The results were used to formulate a comprehensive KDHE Communications Plan that is based upon strategies and activities outlined in the HK2020/KHIP. The agency will use the most productive mediums identified through the survey process to broadly disseminate the plan and provide periodic updates of progress to internal and external partners. Information about the HK2020/KHIP will be distributed through:

- Newsletters
- Public Health Grand Rounds
- Statewide Population Health Call
- Website
- Social Media
- Video Messages
- Reports

Additionally, the agency and its partners will be proactive in including HK2020/SHIP priorities on conference agendas, statewide meetings and through the public health regional meetings described earlier in this document

Launching the Plan

The Healthy Kansans 2020/Kansas Health Assessment and Improvement Plan will launch in May, 2014 with a roll out to an established Public Health partners distribution list, which includes over 300 local health departments and other external partner organizations, and will be disseminated through program specific distribution lists maintained by agency programs. The KDHE Communication office will deploy strategies outlined in its External Communications Plan, including press events and featured presentations during annual state and regional meetings of public health organizations, civic organizations, medical providers, and state and local government officials throughout the year.