



# DRCHSD COMMUNICATION TOOLKIT AND EDUCATIONAL SERIES



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# PURPOSE



- As part of the Delta Region Community Health Systems Development Program, we recognize the need for customizable communication support and education for its participating hospitals and clinics
- Legato Healthcare was selected to develop and implement a communication toolkit and educational series



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# COMMUNICATIONS TOOLKIT

## Customizable Communications Toolkit

- Communications templates will be made available to member organizations
- Each template is downloadable and available as a customizable PDF or InDesign file, saving time and effort when developing new materials
- The subjects/materials included within template catalog will be selected by a small group of DRCHSD participants



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# COMMUNICATIONS TOOLKIT, CONTINUED

- The final toolkit may include, but are not limited to the following templates
  - Educational flyers
  - Print materials
  - Social media graphics and sample posts
  - News release
  - Radio scripts
  - Infographics
  - Guidelines for distribution of materials
- The DRCHSD Program includes 5-hours of individualized consultation time with Legato should organizations request customization support.



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# EDUCATIONAL WEBINAR SERIES

## **DRCHSD will be offering a series of 8 educational webinars**

- The goal is to enhance skills in communication strategies for community outreach and education
- The webinar series will be held
  - Thursdays from 11:00 am – Noon CST
  - Starting October 8 through December 10
- Each session will be conducted in a knowledge sharing format with presentation and participant interaction
- Audience: Targeted for but not limited to DRCHSD Participating Hospital and Clinics Marketing Staff and Community Champions



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# EDUCATIONAL WEBINAR SERIES, CONTINUED

**The webinar series could include topics, such as:**

- ✓ Communication ideas for telehealth services
- ✓ COVID-19 communications...What's next?  
How can I be proactive?
- ✓ Getting your board of directors on board
- ✓ Strategies to reboot elective procedures
- ✓ Social media – where do you start?
- ✓ Building loyalty with millennials
- ✓ 6 ways to improve your website

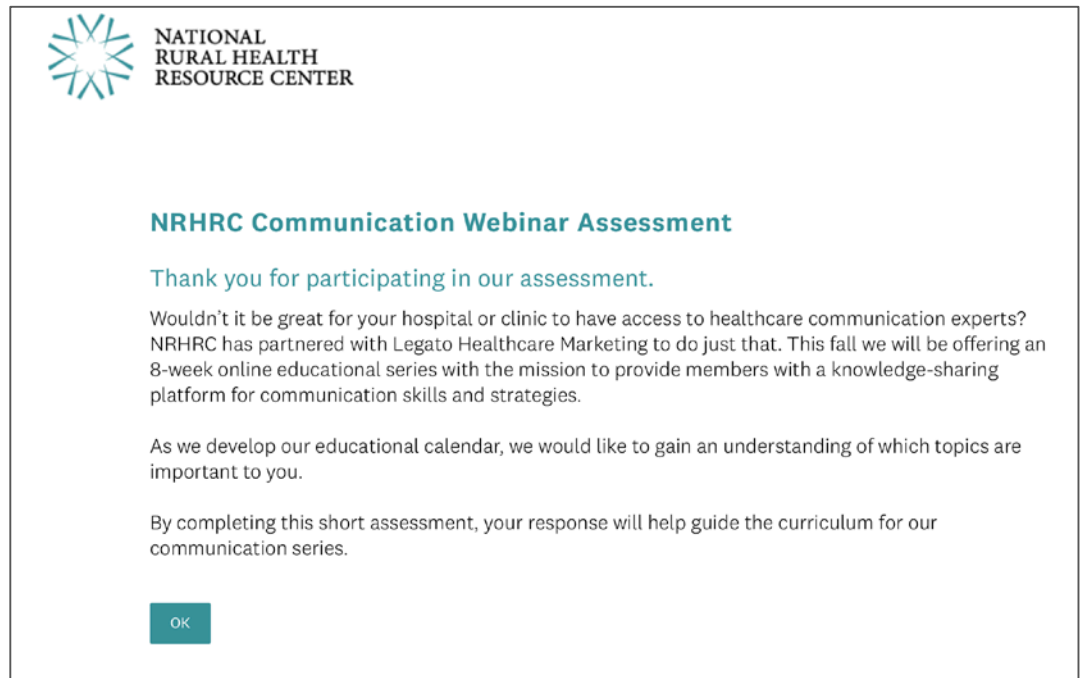


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# EDUCATIONAL WEBINAR SERIES, FINAL

- In order to determine the final webinar topics, DRCHSD staff will be distributing an online assessment to organizations. **Respond by Friday, September 18<sup>th</sup>**
- Assessment results will help us gain a better understanding of what topics are important and most relevant
- **If you are interested in being part of the DRCHSD small work group to identify toolkit content:**  
Contact Selena McCord at [smccord@ruralcenter.org](mailto:smccord@ruralcenter.org) by Friday, September 18<sup>th</sup>



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