

9-26-07

Maine Nutrition Network (MNN) Communication Plan 2007-2008

Overall Objective:

To involve MNN partners in ongoing interactive communications that result in a greater understanding of MNN initiatives and opportunities through increased program knowledge, awareness and dialogue.

Proposed Components for 2007-2008

I. Broad Communication with Partners

A. Distribution/ Updates of MNN Strategic Plan

1. An electronic and/or written communication alerting active MNN partners of forthcoming MNN Strategic Plan; sent in April 2007.
2. Letter 1 – to active MNN partners (on committees and workgroups) & stakeholders – sent a letter with a copy of the MNN strategic plan
3. Letter 2 – send to all other MNN partners about one week after letter 1; letter will inform how to access the MNN Strategic plan on the MNN Web site.
4. MNN Web Site – Banner, announcement and posting of MNN Strategic Plan
5. MNN Steering Committee will review progress on the MNN Strategic Plan at each meeting and update the plan annually.
6. Evaluate the communication plan through MNN partner input, including periodic MNN partner surveys.

B. Quarterly Communications to MNN Partners

1. An e-newsletter via email – articles from MNN staff and MNN partners
2. Contents:
 - MNN Committee updates – Steering, Child Nutrition, Community, Aging
 - Communicate progress on key areas of the MNN Strategic Plan (ie: funding opportunities, progress on communication and evaluation plans)
 - FSNE information
 - Highlights of progress on MNN projects
 - Communication from USDA FNS
 - OIAS related updates and connections
 - Promote opportunities for feedback and input with each newsletter

C. MNN Annual Meetings – opportunity for direct MNN partner contact & input

1. Let MNN partners know about it early with save the date card.
2. Get MNN partners involved in planning process for MNN Annual Meeting.
3. Formal invite to all MNN partners.
4. Interactive part of the meeting for MNN partners to provide feedback.

D. MNN Website

1. Maintain a dynamic MNN web site with timely information on all MNN initiatives and opportunities for ongoing communications
2. Create a discussion area – Soup du jour!
3. Create links to the web sites of partner agencies.

II. Communication across MNN Committees (Steering, Child Nutrition, Community and Healthy Aging)

A. Use guidelines of committee roles in MNN Strategic plan

B. Steering Committee will have a role in planning some of the communication channels

C. MNN Community Committee

1. Newly formed in 2007
2. Will engage communications across numerous workgroups

III. New Initiatives for Consideration using Technology

A. Direct Nutrition Education for Consumers

1. Explore opportunities for use of web site for nutrition education

B. Professional Development for MNN Partners and Staff

1. Consider videoconferences, teleconferences and webinars

IV. MNN Information Management

A. Update the MNN Partner Database

1. Obtain current emails and addresses for all MNN partners
2. Obtain support (staff or consultant) to upgrade the database

B. Maine-ly Nutrition database

C. Implement improvements to the MNN listserv

1. Opportunity for partners to get on the listserv
2. More use of the listserv for ongoing communication

D. Archiving