



APHAA Communication Plan

October 2011

The Communication Committee has developed the following Communication Plan to strength communication on behalf of the association. The Communication Committee members are; Nancy Laing – Chairman, Ann Yakimec, Gerry Hildebrand and Lawrence Braul.

The plan outlines initiatives to create a structured means of communication with our members and potential members (Primary Target Group), government departments, agencies, and other industry related groups would be included as our secondary target group.

| What | Who | When | How |
|---|--|--|--|
| APHAA Website | Current Members | always – revitalized and maintained to meet members needs | posting of current events, sharing resources, training sessions, best practices and Discussion Forum |
| | Potential Members | | |
| | Government Departments – HUA, SCS, Health Services | | |
| | Agencies & Other Groups in the Industry - ASCHA, AUMA, AAMDC, ACCA, CCSA | | |
| APHAA Bulletin Includes up-coming APHAA Events, welcome to new members, Executive Activity up-dates, government up-dates and e-mail exchanges. | Current Members | as needed | via e-mail – directing traffic to the website for future information |
| | Potential Members | | |
| | Government Departments | | |
| | Agencies & Other Groups in the Industry | | |
| General Info Letter (Annual) | Potential Members | September 2012 | mail out to Chairman of Mgmt Bodies that are not current members |
| Spring AGM | Current Members | May 2012 | |
| | Potential Members | | |
| | Government Departments | | |
| Fall Conference | Current Members | October 2012 | |
| | Potential Members | | |
| | Government Departments | | |
| Scheduled Meetings – with President & Vice President | Government Departments | as needed | face-to-face meetings, phone calls and presentations |
| | Agencies & Other Groups in the Industry | | |
| Surveys | Current Members | after education modules, conferences & annual general meetings | |
| | Potential Members | | |
| | Government Departments | | |
| | Agencies & Other Groups in the Industry | | |
| Strategic Plan | Current Members | October 2011 | Member survey |
| | Current Members | May 2012 | Facilitated Strategic Planning Process |
| Booth/Display | Potential Members | March 2012 - AAMDC & ASCHA September 2012 - AUMA | up-dated booth and materials |
| | Agencies & Other Groups in the Industry | | |