

Maryland Health and Wellness Council Communications Guide

Background

The Maryland Advisory Council on Health and Wellness is a Maryland Department of Health (MDH) council, which currently focuses on four topical committees—arthritis, diabetes, heart disease, and physical fitness. As the committees identify priorities and actions to address health and wellness in Maryland, there may be interest in disseminating messages and leveraging existing networks with that messaging.

The Office of Communications at MDH provides their knowledge, expertise and channel access to staff at the department. The support staff for the Council is able to work with them to disseminate messaging through channels, including social media, such as Facebook and Twitter.

Development/Dissemination Process for Social Media

The Council is encouraged to provide messaging around the four topical areas, particularly during “observance” weeks/months.

1. Develop messaging, using tools such as the “creative brief” to identify the audience, intended behavior change, channel, and dissemination dates.
2. Develop the messages and secure images.
3. Committee chair and support staff submit the messages and the creative brief to the Council Chair and lead staff.
4. Following review, lead staff will work with the committee for any changes
5. The lead staff will submit final draft messages and work with the Office of Communications to disseminate messages.
6. Messages disseminated.

Development/Dissemination Process for Brochures/Informational Materials

1. Develop messaging, using tools such as the “creative brief” to identify the audience, intended behavior change, channel, and dissemination dates.
2. Committee chair and support staff submit the creative brief to the Council Chair and lead staff for review and next steps.
3. Develop the materials and submit to the Council Chair and the lead staff for review and next steps.
4. If needed, lead staff will work with the Office of Communications to review materials.
5. Materials finalized and dissemination planned.