**KIPRC COMMUNICATION AND TRANSLATION PLAN**

A communication plan outlines what information gets communicated, to whom, by whom, when, and how often. It is an internal administrative document that maps out how you intend to communicate with project staff, volunteers, stakeholders, department leadership, funders, potential supporters, and the community at large about the successes, barriers, milestones, and progress of your project. The three primary foci of a communication plan are internal communication with staff and volunteers, communication with stakeholders, and communication to the community and public at large.

Concretely, a communication plan documents the types of information needs the stakeholders have, when the information should be distributed, how the information will be delivered, and how it will be evaluated. *This plan* *can be used and tailored to specific program needs.*

**Communication Objectives**

The primary objective of this plan is to identify and organize the activities to be performed in order to promote Kentucky Injury Prevention and Research Center (KIPRC) program activities and to encourage the widest dissemination of KIPRC programs’ results to those agencies, organizations, individuals, businesses, policymakers, and other stakeholders who may find them most beneficial.

The secondary objectives of this plan are to:

* Share injury surveillance data results to inform the development, implementation, and evaluation of injury prevention interventions;
* Develop new partnerships and collaborations; and
* Influence policy and practice.

KIPRC aims to disseminate its project outputs through multiple channels in order to reach the highest number of the public and relevant stakeholders as possible. Within this plan will be the audiences we hope to disseminate to in order to maximize the benefits of our findings, the methods of dissemination, and a timeline of when dissemination activities will take place.

**Audiences**

A communication plan maps out both the information needs of internal project staff and volunteers and addresses the informational needs of external stakeholders whose understanding of the project mission and achievements is critical for its long-term sustainability. Depending on the project, the following audience segments will be targeted by KIPRC communications.

* Project staff
* Volunteers
* Community partners critical to implementation
* Community stakeholders
* Health department managers and directors
* Public
* Media
* Funders
* Regulatory agencies that would find the information useful

**Channels**

Dissemination channels are identified to highlight KIPRC program outputs and to curate existing materials. These channels will provide initial awareness of newly released items to those parties who regularly visit our pages, follow us on social media, or who have voluntarily signed up for KIPRC communications.

A. Website—The KIPRC website recently underwent a redesign to allow for easier access to information, resources, outputs, publications, and programs. KIPRC website’s purpose is to serve as the home for all news and activities from the KIPRC faculty and staff and the center. The website features a library of resources (e.g., outputs, reports, and infographics from each program), news releases, publications from the staff and other timely information for the state and local communities. The website is updated regularly, and new programs are added as funded.

B. Social Media—During the initial phase of dissemination, KIPRC uses its social media pages to alert the public of new information available on the website. KIPRC currently uses the following social media channels (@KIPRCnews): Twitter, Facebook, and Instagram. In addition to the KIPRC-specific accounts, several programs have their own social media accounts. Future releases on the KIPRC-specific accounts will tag as many applicable accounts as possible, in the hopes that our posts will be highlighted by those tagged accounts. We will retweet or share any posts that mention or feature KIPRC materials to increase further visibility.

C. Group Email Lists—KIPRC maintains several group email lists that serve as vehicles for dissemination of program-specific information as it is released.

D. Press and Media—Through KIPRC and University of Kentucky Public Relations, news stories and studies will be shared with contacts with the hope of generating television, radio, newspaper, and other media outlet interest.

**Tools**

A. Website—The KIPRC website will serve as the first line of dissemination for all KIPRC products and materials. Because the website will be the online library for all KIPRC items, its design is user-friendly, offering quick access to reports, contact information for each program, and the ability for users to join mailing lists.

B. Social Media—We will continue to use our established KIPRC social media accounts as a means of dissemination for all KIPRC products throughout the year. The accounts will be used to share links to products, trainings, studies, and reports; emerging safety topics provided by partners and stakeholders; and other topics of interest to the general public.

i. Twitter—The KIPRC Twitter account will be used to share links to the KIPRC website, discuss the results of studies and reports, and promote safety-specific topics, such as National Public Health Week, National Safety Month, and National Farm Safety Month.

ii. Facebook—The KIPRC Facebook account will be used to share links to the KIPRC website, discuss the results of studies and reports, and promote safety-specific topics. Materials will be shared via posts on the site and will link to the KIPRC website. Facebook, which has no character limits for replies, allows for more detailed comments than Twitter.

iii. Instagram—The KIPRC Instagram account will be used to share visual materials (photos and/or videos) from KIPRC’s programs, with a brief description of each. A link to the main KIPRC website will be included in the account bio.

C. Press Releases—As reports and other materials are produced, KIPRC’s communication team will help create press releases to be placed on KIPRC’s website and sent to media outlets. News stories also will be created to further highlight select reports and accomplishments.

D. Media Availability—Through KIPRC and University of Kentucky Public Relations, faculty and staff will be made available to the media utilizing UK’s press contacts. Media availability will be made around specific topics and initiatives, such as National Safety Month in June.

E. Flyers—Data and findings that can be broken down and presented as a ‘one pager’ will be produced and disseminated to interested parties at various events, conferences, workshops, and meetings. Flyers can also be used to present infographics at community events.

F. Scientific Articles—Detailed findings disseminated in the form of scientific articles published in peer-reviewed journals will continue to be a main priority of KIPRC faculty and staff. It is our goal that these studies will be used to inform future research studies, increase generalizable knowledge on the subject of injuries and injury prevention, and inform and improve injury prevention related standards and regulations.

G. Conferences—KIPRC faculty and staff will continue to submit abstracts of data findings to local, regional, and national conference organizers in order to raise awareness of KIPRC and its programs and research findings. Presentations will be produced, and disseminated to conference attendees.

H. Meetings—KIPRC faculty and staff will continue to present on findings and activities via meetings and workshops.

I. Data Visualization—Large amounts of injury focus area data that cover several years will be disseminated through database dashboards on the KIPRC website. Links to charts will be disseminated via the website, social media channels, and mailing lists.

J. Trade Journal Publications—Several KIPRC programs have partnered with various trade magazines in the past to feature our alerts, flyers, and reports, and we will continue to collaborate with these magazines and websites. For example, the Kentucky Occupational Safety and Health Surveillance (KOSHS) program will forward all relevant FACE reports, hazard alerts, and flyers to trade publications such as *EHS Today* magazine (500,000 monthly subscribers and website views), *NSC Safety+Health* magazine (over 315,000 monthly subscribers and website views), *Fleet Owner* magazine (over 75,000 monthly subscribers and website views), and *Police Chiefs* magazine (over 20,000 monthly subscribers). Trade journals and magazines are the best avenue for disseminating materials from certain programs to the largest relevant audiences possible, and we will continue to foster these relationships and attempt to build new relationships with industry-specific journals.

K. Community Groups—To ensure information reaches all communities, we will partner with community groups to hold meetings and create materials for outreach. These groups will help with low literacy as well as with black, indigenous, people of color, and other underserved communities.

**Dissemination Monitoring and Evaluation**

A. Website Visits/Views—Our website will house all KIPRC products, and site traffic will be monitored using Google Analytics. All linked KIPRC products that are clicked on can be tracked. Analytics will be monitored and compiled, and reports will be produced.

B. Social Media Growth—All KIPRC outputs and products will be placed on our social media accounts with the goal of maximum distribution. Combined, the program’s social media accounts have several hundred followers. It is the goal of the center to grow each social media platform’s follower count by 10% annually. This will be tracked using Twitter Analytics, Facebook Analytics, and Instagram Insights.

C. Internal Monitoring—KIPRC internal program monitoring will ensure that all outputs are logged and that follow-up with individuals, companies, and stakeholders is completed and tracked by each program’s principal investigator or program manager.

**Translation**

Communication efforts will focus on promoting KIPRC programs and materials to those who affect policies and/or procedures along with researchers and community members. Each finished product will be evaluated individually to best determine which parties should receive the items for the greatest potential impact.

A. State Policymakers—As KIPRC programs produce a variety of reports (i.e., annual, quarterly, specific time periods), and each is published on the KIPRC website and disseminated via mailing lists as appropriate. The dissemination lists are updated annually through a comprehensive search of state websites and the reports are sent via email.

B. Regulatory Agencies and Researchers—As peer-reviewed studies conducted by KIPRC faculty and staff are produced, our goal is that these findings will ultimately inform new—or improve upon existing—standards and/or regulations. During this phase of dissemination, studies will be evaluated by target audiences for potential regulatory impact and will be directly disseminated to relevant state and national policymakers. The relevant regulatory agency will be personally contacted by the principal investigator and/or project manager via phone and email to discuss their use or potential use of the KIPRC study results. In addition, studies will be shared with the research community to inform future research studies and to increase generalizable knowledge on the subjects.

