Communications Plan

Summary

This is the first edition of the North American Association of Central Cancer Registries (NAACCR) Strategic 'Communications Plan'. The plan has been created for the purpose of executing designated objectives, messages, and strategies that will be used by NAACCR to execute the communication goals established by the organization's Strategic Management Plan (SMP).

NAACCR has established a Communications Plan for the purpose of disseminating shared information that involves central cancer registries. Communicating a unifying understanding of NAACCR's purpose to members, outside stakeholders, and the public assures openness and transparency within NAACCR and the wider surveillance audience. The Communications Plan outlines our approach and objectives for communications on how NAACCR will execute specific actions. Tools and tactics are emphasized for simplicity and efficient execution among our volunteer group and NAACCR staff.

The Communications Plan calls for the Communications Committee to serve as the voice for NAACCR members on key issues involving central cancer registries. In an effort to improve communication tools and under the direction of the Communications Committee and NAACCR staff, efforts towards modern methods such as internet-based technologies to capture and share opinions and perspectives will be implemented.

Objectives

The objectives of this plan are to:
- Increase awareness
- Increase member and public engagement
- Provide access to best practices tools and documents
- Establish transparency

Monitoring and Updates

The plan will be monitored by the NAACCR Communications Steering Committee regularly though each year. Minor updates will be vetted through the Committee. Major updates will be vetted first by the Committee then the NAACCR Board of Directors as applicable. At a minimum, the Communications Steering Committee will review the plan annually near the start of the calendar year beginning in 2018.

Strategy
The organization will rely heavily on our current framework of staff and volunteers to reach out to the various audiences we serve. Under that framework, tools and practices belonging to a number of different disciplines—marketing, public relations, issue management, among others—will be used simultaneously to distribute messages and information.

One of the major considerations when deciding on the specific strategy for each message will be careful alignment across various tools and tactics to reinforce the themes and messages that will not burden the receiver of the message. Our basic approach will be issue-based with consideration of available tools at the time.

Regardless of the topic, messages will be evaluated for how well they:
•   Support the strategic objectives of NAACCR
•   Align with NAACCR Strategic Management Plan
•   Reflect the guiding principles of NAACCR's Mission
•   Promote the key themes and strategic necessary

As communications media become more diverse and fragmented, it requires additional resources to ensure that messages are properly formatted for each platform and executed in a timely manner. The Action Plan (Appendix A) strives to balance these various platforms and tools.

Reach & Penetration
A basic measure of the success of our communications plan is the number of people who see the various messages we send via the tools available to NAACCR. To the extent possible, we will use a number of metrics to determine if we are reaching the audiences intended.

We will collect the following data to determine reach (how broad) and penetration (how deep):
- Video views
- Web site statistics
- Blog/newsroom visits
- ListServ subscribers
- eForum feedback

Engagement
NAACCR will seek maximum engagement to the extent possible. Growth of engagement is also desired. This plan notes that this metric is extremely difficult to monitor and track with current volunteers and NAACCR staff capacities. However, it is noted that increasing engagement, monitoring, and improving engagement should be discussed and modified in a broad sense. Currently, it is not advisable to spend volunteer time on engagement metrics. Instead, engagement will be addressed as a part of NAACCR's communications strategy culture in the foreseeable future. We will adjust the various communications mixes aimed at optimizing participation and see if we can detect fluctuations as technology improves and third party tools become more economically available.

Specific Efforts of Plan

The communications plan will be NAACCR Strategic Management Plan-Centric. Therefore, specific efforts within NAACCR SMP have been outlined below as a guide for future activities.

Serve as the voice for NAACCR members on key issues involving central cancer registries.
- o Use modern methods such as internet-based technologies to capture and share member views, opinions and perspectives on important registry issues.
- o Disseminate and promote position papers and policy statements, as appropriate, that support registries, cancer surveillance and the NAACCR mission.
- o Assist the organization to promote NAACCR as a united voice for policy issues and position statements that promote NAACCR's mission or benefit central cancer registries.

Promote the sharing of expertise, knowledge, procedures, and best practices among NAACCR members to ensure efficiency and reduce redundancy of effort.
- o Utilize any pertinent resources on the NAACCR website where members may post items that may be of value to other NAACCR members.
- o Use pertinent resources on the NAACCR website where members may ask other members for guidance with particular issues or suggest a problem for collaborative solution efforts.
- o Assist in the dissemination and promotion of NAACCR's use of web-based and technology-driven communication systems forward to improve information sharing, and promote adoption of best practices.
- o Assist in the dissemination and promotion to act as a clearinghouse for sharing software products, SAS or other programs, algorithms, tools, and/or templates to make products more widely available and minimize duplicative efforts.

Alignment & Integration

One of the areas NAACCR will focus on in implementing this messaging framework is our ability to promote the linkage between the strategic management plan of the Organization and this communications plan. Additionally, NAACCR's mission, vision, and values; relations with our customers and audience will be the intended focus of our alignment with the execution of our messaging. NAACCR will implement the plan accordingly as resources allow; within the context of the NAACCR's over-arching strategy.

Activities & Practice

The following describes key communications activities and practice guidance for NAACCR.

Activity 1: Social Networking (Social Media)
- NAACCR's Official Social Networks
    - o Twitter
    - o Facebook
    - o LinkedIn
        - Company page
        - Community Group
- Purpose of Social Networking
    - o Promote NAACCR's activities and initiatives in the cancer surveillance community as well

as the general public.
- o Act as a two way communication method for members and others to interact with NAACCR and its members.
- o Increase the visibility and knowledge about NAACCR and its activities.
- o Provides networking opportunities for NAACCR members.
- o Provides an efficient way to solicit input and action.
- Oversight
    - o NAACCR's social media is managed by the Social Media Work Group that is comprised of professional volunteers from the NAACCR community. At least one NAACCR staff member is to serve on this work group. Leadership of this group is appointed by the Communications Steering Committee Chair.
- Activities
    - o Please click here to see specifics regarding the day to day management of NAACCR's social media outlets.

Activity 2: NAACCR Narrative

- Background
    - o The NAACCR Narrative is an official publication of NAACCR, Inc.
    - o The Narrative is published quarterly, electronically, as an eNewsletter and is available on the NAACCR website.
    - o The Narrative Work Group is charged with soliciting articles and photos, and editing the Narrative.
    - o The Narrative Work Group Chair is designated as the Managing Editor.
    - o The Managing Editor appoints an Editorial Review Board, consisting of NAAACR member volunteers. No less than two review board members are appointed for a year term.
    - o The Production (layout) Editor is an Executive Office staff member or individual designated by the Executive Office
- Publication Schedule
    - o Four quarterly editions are produced: Fall, Winter, Spring, and Summer.
    - o The schedule is planned in the fall of the previous year.
    - o The schedule is generated by the Executive Office staff and approved by the Managing Editor.
    - o Once the schedule is finalized, the NAACCR Executive Office will post the submission due dates to the NAACCR Office or otherwise disseminate the dates to the membership.
    - o See Appendix A for a sample schedule.
- Call for Articles and Photos
    - o The Managing Editor sends out an email on the NAACCR Listserv to request articles and photos from all members on both the early bird date and the regular announcement date per the publication schedule (Appendix A).
    - o Email contents:
    - o Remind Steering Committee chairs that they are expected to submit two articles a year
    - o State the due date for the articles and photos, and give an approximate publication date.
    - o Request articles to be sent to the Managing Editor. The Managing Editor's email address is stated in the email.
    - o Request that the articles are double spaced, title at the top, and the author's name, degrees, and certifications appear at the bottom. Under the name provide a title: job title and registry affiliation or board position. Captions are requested for photos.

- o Ask for *Registry Spotlight* articles where non-surveillance activities by registry staff that help cancer patients and cancer survivors are shared.
  - o Announce that an email acknowledgement for every submittal will be sent and if the author does not receive an acknowledgement, to please contact the Managing Editor.
  - o See a sample announcement email in Appendix B.
- Narrative Editing
  - o The Managing Editor receives the articles and photos and reviews them.
    - *The Associated Press Stylebook and Libel Manual* is the editors' official style guide.
    - The Managing Editor makes sure that the articles are formatted
  - o Articles are edited for grammar, spelling and clarity. The author is not consulted unless there are major changes proposed.
    - Photos are evaluated to make sure that they are appropriate and of good resolution and quality. Photo captions are edited for grammar, spelling, and clarity.
    - Active Share File location for working docs i.e. Dropbox – active editing
    - Archiving articles previously posted in Narrative

  - o Editorial Review Board Editing
    - The Managing Editor divides the articles among the Editorial Review Board members and emails the articles to them.
    - Due date is assigned based on the publication schedule.
    - Editorial Review Board members are asked to use the *Track Changes* feature in MS Word when making edits.
    - The Managing Editor may elect to also send the article to a subject matter expert when needed.
  - o Final Editing
    - The Managing Editor receives the edited articles from the Editorial Review Board and accepts or rejects edits using Microsoft's Office product Word application: *Track Changes*
    - The Managing Editor thanks the Editorial Review Board for their work.
    - Final drafts of the articles, captions, and photos are sent to the Production Editor by the deadline stated in the production schedule.
    - The Managing Editor may suggest article and photo arrangement to the Production Editor.
    - The Production Editor lays out the newsletter, publishes the newsletter in an eNewsletter format, and posts it on the NAACCR website.
    - The Social Media Work Group leader is sent the eNewsletter link for the opportunity to pull out teaser tweet material to spark interest in reading the released issue.
    - Once an author has submitted a single copy of an article, it's fine for them to send edits up until we release the newsletter, and sometimes after, if appropriate. However, should reject any revisions after the first submission that do not use "track changes" to mark those revisions (or something similar). Especially in longer articles, it's next to impossible to find the tiny changes people have made and get them all on the first go-through unless they've indicated the change(s).
  - o Publication Announcement

The Production Editor sends out an announcement to the membership when the NAACCR Narrative is available on the website. This announcement may include a shortened version of the Narrative with article teasers and tweets.

Activity 3: <u>Annual Conference Communications</u>
- Review past conference for input/ideas
  - Schedule call of CSC members attending within 6-10 business days post Conference to review:
    - Booth activity review (feedback (Communications efforts, giveaways, etc)
    - Review of evaluation forms, if applicable
    - Suggestions for Annual Conference material post conference for Narrative summer issue – Wrap up theme
    - Assignment for NAACCR Giveaways at booth within annual budget by CSC member – to be decided by end of January

- Committee Role at Conference
  - Committee/PAN meeting
    - Host as scheduled open meeting to gather input and potential new Committee/PAN members
  - Booth Coverage (assist NAACCR staff at NAACCR booth as exhibit hall coverage scheduled)
  - Membership evaluation form, if applicable
  - Steering Committee Representation
    - Members should be identifiable at Meet & Greet
    - 'Social media' content while onsite
    - Twitter How-To session - social media training session during an annual conference break
  - Photo Coverage: Photos related to NAACCR audience activities
    - Exhibit booth activity
    - 'Social media' content while onsite
    - Twitter How-To session – facilitate tweeting with interested members
    - "Ten Helpful Tips" included on the next page
  - Social Media Contest
    - Committee will make decision about contest content/prizes
    - Contest will be promoted through Social Media outlet throughout conference

A cheat sheet for taking engaging pictures for home or office.
Ten helpful hints:
1. Don't use walls as a background if you can help it.
If a wall is the only thing you have, have the subject step away from the wall. You can avoid two things by having the person take two steps from the wall - an ugly shadow and having your photo look like a mug shot.
2. Change your position.
When you have a group of people, often it is easier to group them and move yourself. Crouch down and shoot upwards. Gain some height by standing on a suitable object and shoot down.
3. Change up the group.
To avoid a lineup of people, depending on the size of the group, try having some sit or be "active" – arms around each other, thumbs-up,

4. Use props/location.

An office is an office – no matter where it is. If it is a walk, get them lacing up their shoes. If is it a fishing marathon, let's see some fish!

5. Get up close and personal.

Don't stand so far away from your subject. Getting close captures detail.

6. What is that sticking out of her head?

Watch how you frame your shot by being mindful of what is going on in the background. You may think you have a great shot then when you are about to use it, you suddenly notice a flag pole coming out of someone's head.

7. Tell your subjects what you are doing.

Many people are not comfortable posing for a picture. Be friendly. Talk with them and be reassuring. Let them know when you are moving in for a tighter shot. Don't be afraid to let them know their hair is sticking up or their tie is crooked. Remember to thank them for being such great sports.

8. Take just more than one picture.

When people were shooting film, getting one good image from a roll of 24 was considered the norm. With digital, your options are endless! Be cautious though, you don't want to have to wade through too many images later.

9. Be prepared.

Pack extra batteries so your camera is always fresh.

10. Have fun!

Activity 4: NAACCR Website
- Background
  - NAACCR's website (www.naaccr.org) serves as a central repository for information and tools pertaining to and used by cancer registries, hospitals, researchers, standard setters and software developers. The information includes educational materials, data standards, research materials, publications and certifications in the cancer surveillance field. Software tools such as the *NAACCR Call for Data* provide a centralized collection point for cancer data. Various other tools allow users to edit and analyze this information.

    Furthermore NAACCR's website acts a communication tool to disseminate the latest information in cancer research and operations to primary audience groups and the general public. A redesign of this website is planned to be completed in 2016.

- Use of NAACCR's Website
  - The use of NAACCR's website varies depending on the audience type and the information they are seeking. There is a wealth of information that is open to the public while some resources and tools are restricted to MyNAACCR Members.
    - MyNAACCR accounts are free for anyone to sign up for and allow access to certain parts of NAACCR's website via a username and password.
    - Within the MyNAACCR account system there are several access levels that depend either on membership type or role of the individual. For example, Registry Directors have a higher level access to certain parts of the NAACCR website than a general non-NAACCR member account.
  - Navigation throughout the NAACCR website is done through a dropdown menu system that is available on any page, the "Site Map" link that is located in the footer region, as well as the search bar in the header region.

- o Content is organized by logical categories with cases of overlap.

- Oversight
    - o The NAACCR website is primarily updated by NAACCR staff members. Select vendors have authorization and access to make modifications on NAACCR's behalf. The role and scope of their involvement is determined and monitored by NAACCR staff.
    - o (is this where we will add the Best Practice for eForum including moderators? This needs to be added)

- Other Information
    - o The URL is: http://naaccr.org
    - o Any edits required on the site should be forwarded to the NAACCR IT Administrator (or equivalent position) unless the section or page in question specifies otherwise.

Activity 5: NAACCR Causeway

- Background
    - o Causeway is an intuitive collaboration platform designed for associations, committees, boards, and teams. Causeway users can create unlimited private workgroups, each of which contain their own secure areas for sharing files, engaging in discussions, sharing calendars, creating wikis, voting, tracking task progress, and more.
        - ▪ Was adopted in late 2014 as the primary collaboration environment for NAACCR committee and task force activities.
        - ▪ Officially replaced NetLink system in January 2015.

- Use of NAACCR Causeway
    - o Causeway is available for use by all NAACCR committees and task forces.
        - ▪ Is accessed through a single sign-on with MyNAACCR credentials.
        - ▪ Groups have varying levels of visibility and access levels. These levels include: Open – Any user can join, Restricted – Users must request access and be approved or invited by an administrator, and Hidden – Users cannot see this Workgroup unless they are a member. Membership by invitation only.
        - ▪ A tutorial on how to use NAACCR Causeway can be found here >> https://www.youtube.com/watch?v=QXR46laV_J0.

- Oversight
    - o NAACCR Staff perform the role of site wide administration for the Causeway site.
    - o Within each individual group administrator access to that specific committee or task force can be given to anyone in its membership. As a general rule NAACCR staff and workgroup chairs hold administrator access, however, exceptions can be made.

- Other Information
    - o The NAACCR Causeway environment can be accessed on the NAACCR website either through the link in the header region at the top of pages or through the Steering Committee section and associated pages.
    - o It can be directly accessed here >> https://naaccr.causewaynow.com
    - o Issues should be forwarded to the NAACCR IT Administrator (or equivalent position).

Activity 6: ListServ

- Background
  - NAACCR ListServ is an application that distributes messages to subscribers on an electronic mailing list that is held by NAACCR.
    - Subscribers are both NAACCR members and non-NAACCR members. The list primarily populates from the NAACCR membership management database but can also have subscribers that are not in the membership management database and can be added to the ListServ directly.

- Use of ListServ
  - The application is not designed for opinion-based communication.
  - General communication about NAACCR and NAACCR related activities.
  - General Categories (but not limited to…)
    - Announcements
    - Job Postings
    - Educational Sessions
    - Publications
    - Retirements
    - Staffing Changes

- Oversight
  - Once a ListServ request has been submitted then an approval email is sent to two NAACCR moderators. Only one of the moderators is required to approve a ListServ request.
  - If a moderator is unsure if the content is applicable to the ListServ, the NAACCR Executive Director should give final approval.

- Submitting a ListServ
  - Send an email to NAACCR-LSERV@LISTSERV.NAACCR.ORG with the intended message.

- Other Information
  - Past ListServ announcements are available in a web interface. This interface is searchable and lists the announcements in chronological order.
  - The URL is: http://listserv.naaccr.org/
  - Any operational or administrative setting changed should always be forwarded to the NAACCR IT Administrator (or equivalent position) to ensure they can be implemented without issue.

Activity 7: News Releases

- Format and Procedure
  - The NAACCR Board ("Board") approves any changes to the format
  - The NAACCR Communications Steering Committee ("Committee") approves any changes to the format and procedure
- Press Release Format
  - Document: Please see last page of this document for an example press release
- Proposing a Press Release
  - The Committee anticipates any events, newsworthy announcements, or new products

that should be considered for a press release
- Reviews upcoming NAACCR events during monthly meetings
- Solicits press release topics from other NAACCR committees
- Committee chair verifies with NAACCR office that release should be prepared
- Committee members assigned to solicit information from appropriate staff or committees, or conduct research on topic
- The Board, NAACCR committees or NAACCR members may propose a press release
  - Proposals are sent via email to the Committee Chair
  - Proposals are sent at least two-three months in advance of proposed release date that includes a target release date
  - Proposals should address: "who, what, where, when and why"
  - Tips on press release content: https://www.prsa.org/
- Finalizing the Press Release
  - Committee member is assigned to write draft using approved format and template
  - Committee Chair approves draft and forwards press release to NAACCR Executive Director and Board President for review and approval
  - Press release must be approved by both designees. If either of the first designees are not available, the alternate designee if either of the first two designees are not available, will be the past president or president-elect.

- Publishing the Press Release
  - Press release is converted to the appropriate format (html, pdf etc) by Committee members or NAACCR staff
  - Press Release is posted to NAACCR website (http://www.naaccr.org/AboutNAACCR/PressReleases.aspx)
  - Press release is distributed to media outlets
  - Committee Chair sends out listserv announcement

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PRESS RELEASE

FOR IMMEDIATE   Contact:
RELEASE   Betsy Kohler
October 6, 2006   Executive Director
                                       Phone: 217-698-0800, ext. 2

Title Goes Here in Bold, Centered

Begin with date and city of origin. Body of the text double spaced. Number multiple pages.

Press release format approved by the NAACCR Board on 11/21/2006.

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Activity 8: NAACCReview Blogging/Blog Site
To be completed

Activity 9: NAACCR Forum
To be completed