One Health Institute Communications Framework

Report to Stakeholders
May 2016

During spring 2016, The One Health Institute engaged New City, web design and marketing company based in Blacksburg, VA, to facilitate a design charrette for the One Health Institute communications framework. Nine people attended the charrette (limited because of blizzard shutdown of CSU), and 37 people participated in a follow-up online exercise. The intentions of the charrette and related work include:

Start-up Framework

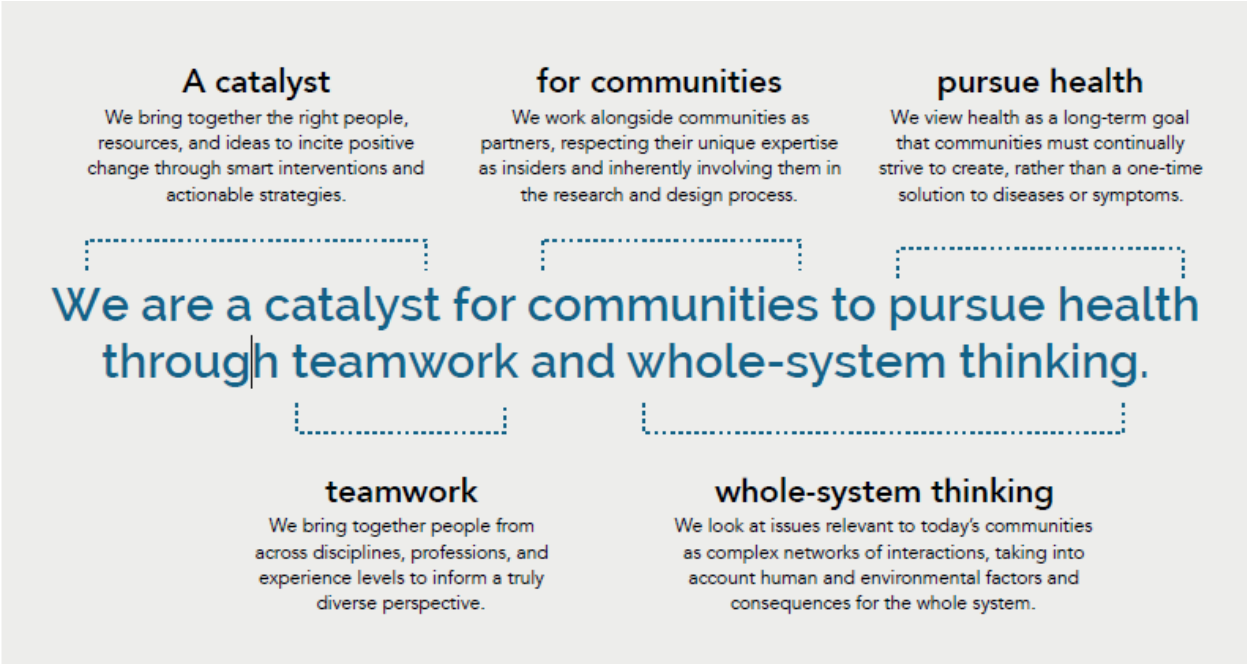
- Goals - Why are we having these conversations?
- High-level Messaging - What we are trying to say in those conversations?
- Target Audiences - Who we are talking with on digital platforms?

Support

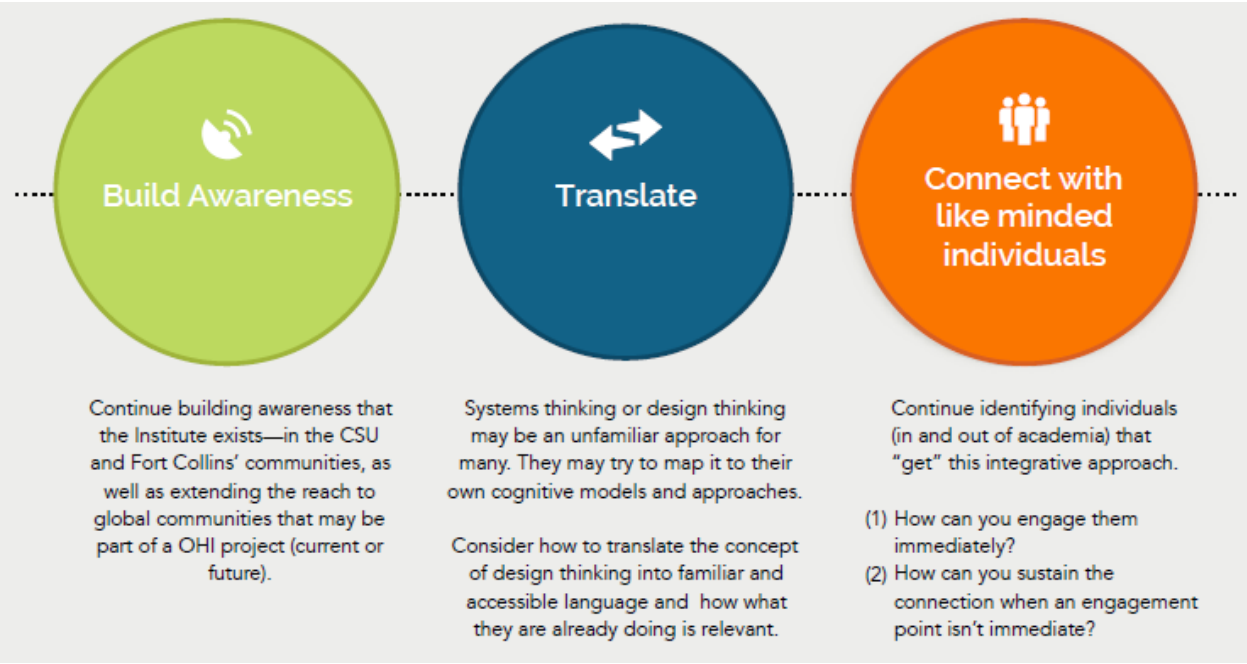
- Suggested roles and responsibilities for a One Health Institute digital team
- Possible imagery guidelines
- Draft outline of a prospective work plan

Output from the Design Charrette

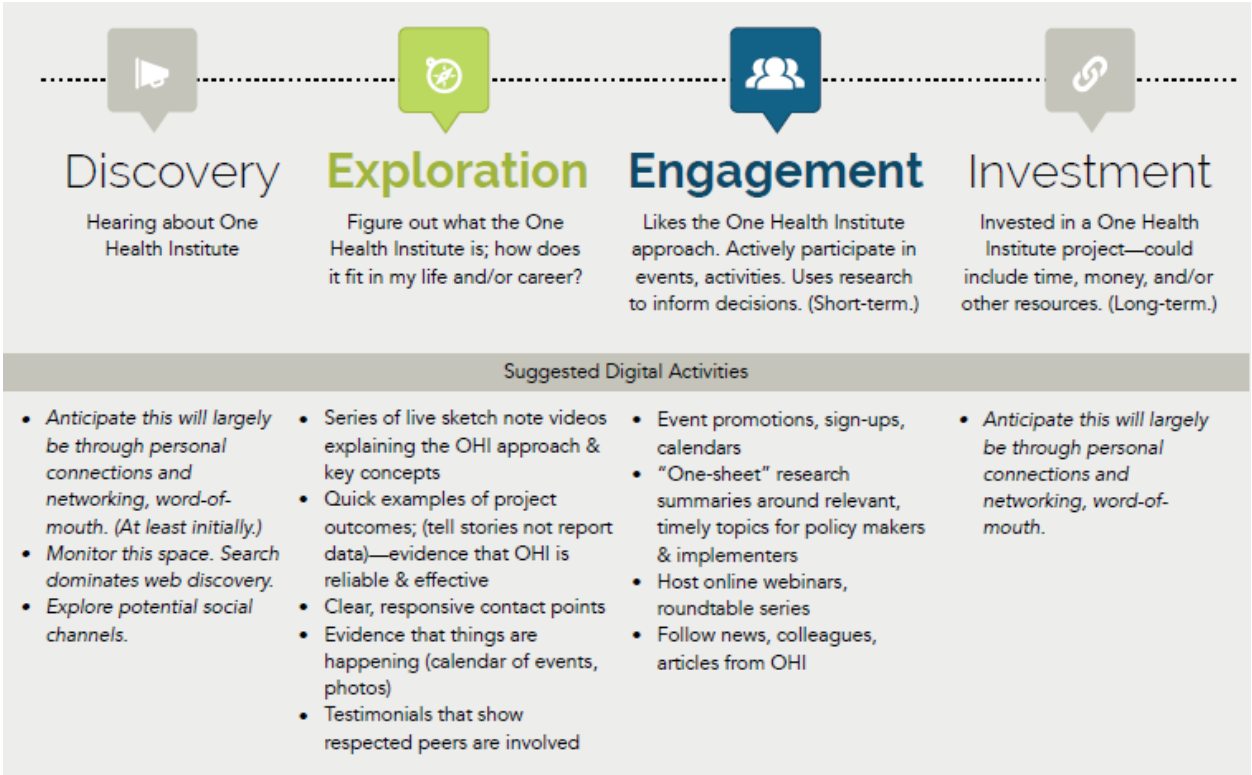
Position Idea



Core Objectives for Digital Communications



Our Audience's Journey



Initial (First Year, 2016-7) Target Audiences

- Graduate (and other) students – offering a means for discovery and exploration leading to real action
- Government Implementers – offering real support and effective collaborative strategies
- Researchers – offering expanding one's impact through One Health's collaborative Programs

Messaging Key Concepts

Our approach is – integrative (adj.) *serving or intending to unify separate things*

The scope of our work is global (adj.) *of or relating to the whole world; worldwide; relating to or embracing the whole of something*

Our character is both visionary (adj.) *thinking about or planning the future with imagination or wisdom* & impactful (adj.) *having a major impact or effect*

Imagery Key Concepts

Include imagery that depict systems and their connections, diverse groups, environment:

Avoid imagery that is clinical or shows animals/people in isolation:

Next Steps

The One Health Institute will now move from a strategic planning phase to a design and implementation phase for communications. Two major steps in that process include following the short-term work plan laid out by New City and recruiting communicators to the One Health Institute. Developing the design language/logo/color schemes for OHI will continue immediately via collaboration with New City so as not to loose momentum.

Rapid implementation is required for the One Health Institute to be able to deploy a website prior to the first Global One Health Day (November 3rd 2016) and also ahead of other internationally relevant events such as first international joint meeting of the EcoHealth and One Health communities in December 2016. The OHI website will also be a crucial and much-needed enabler of OHGI communications within CSU and beyond.

A Digital Team for the One Health Institute

Communicator – 1st Hire (Immediate Need)

Key Qualities

- Passion for storytelling that support big ideas
- Translate research into compelling communications for non-scientific audiences

Potential Responsibilities

- Implementation of external and internal communications strategies
- Develop and execute integrated PR/marketing communications strategy to promote Institute
- Write and edit various communications, including key messages, video scripts, talking points, website content, presentations
- Manage media monitoring services and produce relevant reports
- Measure effectiveness of communications programs and create plans to improve results

Other Roles – Later Hires

- Project Team Support – user experience design, translator
- Content Producers – digital producer, graphic designer, social media manager, freelance writers
- Systems Infrastructure – developer of content management system

Short-Term Work Plan

1-3 Months (May - August)

- Decide on domain and hosting for website
- Develop logo, color palette, photography guidelines
- Launch one-page website with purpose statement, contact info, event information
- Claim social handles
- Begin search for communicator role

4-8 Months (August - December)

- Create infrastructure for and launch digital platform
- Implement social strategy
- Implement communications strategy
- Plan support for OHI project teams' digital infrastructure
- Reconsider content needs based on usage and future

Document compiled by the OHI Core Team with images and language courtesy of New City (www.insidenewcity.com)