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| **Situation** | The Oregon Action Coalition has selected adverse childhood events as the Robert Wood Johnson Culture of Health focus for communication and education in the State of Oregon. |
| **Purpose** | The Robert Wood Johnson Foundation is committed to building a national Culture of Health that enables all in our diverse society to lead healthier lives now and for generations to come. A Culture of Health is broadly defined as one in which good health and well-being flourish across geographic, demographic, and social sectors; fostering healthy equitable communities guides public and private decision making; and everyone has the opportunity to make choices that lead to healthy lifestyles.The exact definition of a Culture of Health can look very different to different people. A national Culture of Health must embrace a wide variety of beliefs, customs and values. Ultimately it will be as diverse and multifaceted as the population it serves**Our vision and framework for improving health, equity and well-being in America**. |
| **Audience** | Nurses in Oregon and Washington, including:* CNOs
* Deans
* Members of the Academy
* NWOne members
* Students
* Direct care nurses
* Entrepreneurial nurses

The public |
| **Message** | The Oregon Action Coalition is committed to disseminating information about adverse childhood events in support of the national Culture of Health initiative. |
| **Channels** | * OAC Distribution List (ask members to forward to constituent groups)
* OPHA Conference
* Care Oregon
* Oregon Nurses Association
* OAC Newsletter
* National Campaign for Action Website
* OAC Website
* OCN Website
* NWone Website
* State Specialty Nursing Organizations
* Nurses Week Activities
* Press Releases (e.g.: Lund Report, Nurses.com, Oregonian)
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| **Collateral** | * Fliers
* Newsletters
* Press Release
* Talking Points
* Continuing education material
* Movies
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**Oregon Action Coalition Communication Workgroup**

**Adverse Childhood Events Communication/Marketing Plan**

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| **Date** | **Action** | **Lead** | **Done** |
| 10/17 | Publish OAC Newsletter* Continuing education
* OPHA presentation
* Movie screening at Care Oregon
 | Jana BittonTom Engle |  |
| 10/09/17 | Present at OPHADistribute flyers at OPHA | Tom Engle |  |
| 10/17 | * Place information on website
	+ OAC
	+ NWone
 | Jana BittonDana Bjarnason |  |
| 11/29/17 | Screen movie at Care Oregon | TBD |  |
| TBD | ACE Continuing Education on ONA LMS | TBD |  |