

|  |  |
| --- | --- |
| **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) |
| **Collateral** | * Fliers * Newsletters * Press Release * Talking Points * Continuing education material * Movies |

**Oregon Action Coalition Communication Workgroup**

**Adverse Childhood Events Communication/Marketing Plan**

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