

**SAN JUAN COUNTY CANCER SCREENING
STRATEGIC COMMUNICATIONS PLAN_September 1 - March 31,
2024**

Objectives:	<ul style="list-style-type: none"> - Build awareness about the San Juan County Cancer Screening program among current and previous residents who may have been exposed to the Monticello Uranium Mine from 1946-2002 - Educate individuals about the importance of cancer screening and establish San Juan County's program as a viable and trusted partner to help test and screen qualified participants for cancer - Generate interest, understanding and participation in the program through PR, marketing and community outreach initiatives. 																												
Target Audiences:	Current San Juan County residents, previous San Juan County residents now living in other parts of Utah, Arizona, Nevada, Colorado and New Mexico, Utah oncology and healthcare organizations, American Indians, and regional, local and trade media.																												
Strategies/Tactics	Budget	September				October				November				December				January				February				March			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Project Management																													
Campaign / Project Management / Reporting	\$21,000	\$3,000			\$3,000			\$3,000			\$3,000			\$3,000			\$3,000			\$3,000									
Strategic Development and Campaign Preparation																													
Research and Discovery	\$0																												
Communications/Marketing Plan Development	\$0																												
External Market Analysis: Conduct external market research to gain a more complete understanding of the perceptions, misperceptions, preferences, opinions and understandings of San Juan County's Cancer Screening program	\$0																												
Messaging and Content Development	\$0																												
Campaign Asset Design & Development: <ul style="list-style-type: none"> - Marketing collateral (brochures, handouts/flyers, newspaper/magazine/billboard advertising, posters, signage, one-pagers, etc) - Graphics (charts, graphs, infographics, icons) - Radio audio - Continue to revise assets throughout the campaign to refresh and refine based on feedback and data - Design new VMTE logo (retain integrity of mark) - Develop campaign slogan - Develop font and color palette that will inhabit entire campaign - Revise all creative throughout campaign - Design email template - Integrate new images into campaign assets 	\$2,100	\$700			\$700			\$700																					
Research and Acquisition of any/all available data of people that lived, worked or went to school in Monticello from 1941-2002 <ul style="list-style-type: none"> - Purchase, access and compile any/all data - Process data into usable format for marketing and outreach purposes - Includes purchase of all necessary subscriptions and lists 	\$0																												

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<p>Media Monitoring: (Monthly Retainer) Continuously monitor media coverage to understand how the program is being covered and portrayed</p>	<p>\$0</p>	
<p>Media Trends: (Monthly Retainer) Stay informed about the latest developments in cancer screenings/environmental initiatives to pitch and respond to as opportunities arise</p>	<p>\$0</p>	
<p>Earned Broadcast Media: (Monthly Retainer) Secure paid, in-studio TV lifestyle show appearances, as well as radio/podcast interviews to educate about the program. Costs shown here on one-time and are for hard costs only. All time required to facilitate the appearance and all that goes into the appearance are included in the monthly retainer.</p>	<p>\$0</p>	
<p>Stakeholder/Community Engagement Strategy: Leverage events, collaborations and community outreach to build awareness of, trust in, understanding of the importance, and action in completing cancer screenings</p>		
<p>Manpower for Events - Hire local folks to support events</p>	<p>\$0</p>	
<p>San Juan County Stampede Rodeo June 6, 7, 8</p>	<p>\$0</p>	
<p>4th of July Parade - Blanding</p>	<p>\$0</p>	
<p>Pioneer Day Parade - Monticello July 24th</p>	<p>\$0</p>	
<p>Educational Outreach: Create flyers and other materials to be distributed at various businesses/community centers/doctors offices/libraries, etc, about the importance of cancer screening. Includes printing of all materials.</p>	<p>\$0</p>	
<p>Newsletter and Blog Posts: (Monthly Retainer) Create a monthly digital newsletter or contribute a regular article to include in current city/county newsletters, as well as a monthly County website blog posts, highlighting and educating recipients are various topics regarding the mine and the cancer screening program</p>	<p>\$0</p>	

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<p>Community Events & Partnerships: (Monthly Retainer) Collaborate with local businesses, organizations and groups to sponsor key events, such as July 4 & 24, that further promote the screening program. Rodeo (June 6-8; August 4-8). Additional event calendar from San Juan Record. Marathon/Walkathon.</p>	\$0																																						
<p>Community Ambassadors: (Monthly Retainer) Recruit well-respected and influential current and past members of San Juan County to promote the screening program</p>	\$0																																						
<p>Storytelling/Testimonials: (Monthly Retainer) Collect and share stories from community members who have benefitted from the screening program.</p>	\$0																																						
<p>Traditional Marketing, Digital Marketing and Social Media Strategy: Utilize website, social media platforms, traditional media (eg, radio, magazines, newspaper) and digital marketing to engage with stakeholders, share news and updates, and build a strong online presence</p>																																							
<p>Organic Social Media: Utilize San Juan County's and the Health Department's social media platforms, such as Twitter, Facebook, Instagram and LinkedIn, to engage with stakeholders and promote/educate about the screening program - Instagram 1x/week - Facebook 1x/week Calendar, topics and ongoing support. Come visit us know! Things are safe and wonderful here and have been for a couple of decades. Current operating Mill is under strict regulations and very safe. (Privately run and government regulated)</p>	\$7,000	\$1,000																																					
<p>Photography and Video: Invest in high-quality photography and video content to utilize in all Cancer Screening marketing tactics</p>	\$3,000																																						
<p>Newspaper Advertising - Navajo Times (2 1/4 page color ads per month) - San Juan Record (2 1/2 page color ads per month)</p>	\$7,000	\$1,000																																					

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Direct Mailer > To all SJC residents > 10,000 recipients/6x9 Mailer/One send	\$5,000																												
Radio Advertising - KTNN - KCYN - KCPX	\$5,600	\$800																											
Billboard Advertising	\$0																												
Programmatic Display (Banner Ads): Create 10 sizes of static banner ads for placement on various browsers and platforms for desktop, tablet and mobile. - Contextual keyword targeting - Broad behavioral/demographic - Run of network - Local premium ads - Realtime or historical geofence - Retargeting	\$7,000	\$1,000																											
Programmatic Video: Targeted placement of a series of short videos (30 seconds or less) to help educate and generate awareness for our intended audience. Placements will happen via various OTT (Over The Top) and CTV (Connected TV) mediums. These platforms include YouTube, Programmatic Video placements on websites and OTT/CTV (HULU, SmartTVs, AppleTV, Roku, Firestick, etc)	\$0																												
Premium Audio Ads (Podcasts, etc): Placement of short audio-only ads on various distribution platforms including the following: -Spotify -Triton -Target Spot -Pandora -Audiology	\$2,800	\$700																											
Social Media Targeted Advertising: Manage a series of paid social media ads primarily on Meta (Facebook and Instagram). Ad placement will include both static and video. Targeting will factor in geography, age, behavior and, depending on resources, custom and look-a-like audience based on database.	\$8,400	\$1,200																											

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Email Blasts (Geo, Demo targeted): Series of monthly email blasts consisting of a compelling email template designed to educate and create awareness for the cancer screening initiative. Email blast can go to either an owned or non-owned database. We will track deliveries, opens, click-throughs and will have heat map reporting to show where clicks came from on the template.	\$7,000	\$1,000																																				
Google Paid Search (Pay-Per-Click): <ul style="list-style-type: none"> - Bid on keywords and phrases relevant to the Cancer Screening program for top position on Google - Create text ads (headlines, descriptions, call out extensions, etc) that highlight brand messaging - Monitor and optimize the campaign for impressions, cost per click, click through rate, etc - Report on the data via Google Data Studio dashboard 	\$8,750	\$1,250																																				
Adhoc/Miscellaneous - Cancer months - Other strategies	\$0																																					
Prep	\$0																																					
Execute	\$0																																					

Total Budget = \$98,650	
Monthly Budgets (In Total) = #REF!	
May = #REF!	
June = #REF!	
July = #REF!	
August = #REF!	
September = \$13,650	
October = \$13,650	
December = \$13,650	
January = #REF!	
February = #REF!	
March = #REF!	
April = #REF!	