

**Haralson County Family Connection**

**Desired Outcome: Increase percentage of families living above the poverty level**

**Strategy:** Haralson Family Connection Coalition will work more effectively with community partners to achieve higher levels of communication and service coordination in the community, and work to bring new community based programs to help ensure that fewer families are living in poverty

**HFCC Communication Team will work with a professional agency to create and implement a plan for communicating HFCC information and promotion of valued local programs.**

Action Step	Who is Responsible	Expected Completion Date	Measure of Progress or Completion	Notes/Check Off
Establishment of Communication Team	Collaborative	6/18/15	List of members	<b>XX</b>
Recruit a professional PR person to guide the team through the process of creating an inclusive PR plan that includes but is not limited to the following:	Coordinator	6/18/15	Email confirmation	<b>XX</b>
<ul style="list-style-type: none"> <li>Develop social media strategy and activities</li> </ul>				<input type="checkbox"/>
<ul style="list-style-type: none"> <li>Create a "speaker's bureau" of collaborative and community members to talk in the community about HFCC</li> </ul>				<input type="checkbox"/>
<ul style="list-style-type: none"> <li>Identify and utilize "free" promo opportunities in the community</li> </ul>				<input type="checkbox"/>
<ul style="list-style-type: none"> <li>Includes assistance for PR needs of other teams</li> </ul>				<input type="checkbox"/>

Action Step	Who is Responsible	Expected Completion Date	Measure of Progress or Completion	Notes/Check Off
Invite reps from local media to attend HFCC meetings and appoint a member of local media to the board of directors				<input type="checkbox"/>