



APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 1, 2016.** Please include this application form with electronic entry.

PROGRAM INFORMATION

County: _____

Program Title: _____

Program Category: _____

CONTACT INFORMATION

Name: _____

Title: _____

Department: _____

Complete Mailing Address: _____

Telephone: _____ Website: _____

Email: _____

SIGNATURE OF COUNTY ADMINISTRATOR OR CHIEF ADMINISTRATIVE OFFICER

Name: _____

Title: _____

Signature: _____

Communications Plan for Community Care Mobile App

Situation

The Chesterfield County Comprehensive Services Department was the recipient of funds through a regional grant awarded to United Methodist Family Services. With the grant money, the county developed a mobile application to serve as a one-stop shop of information for children and family resources available in the community. This is the first mobile application of its type, according to technical advisors at the state and federal level. The city of Richmond, Goochland County, city of Colonial Heights and Henrico County also received funds through the same grant.

Communication Goals

To encourage county residents, parents, county staff and those who work with children to download and use the Community Care mobile application.

To create and promote brand recognition for the Community Care mobile app as a regional initiative.

Key Audiences

- | | | |
|--------------------|------------------------|-----------------------|
| - County residents | - Families | - Churches and school |
| - Media | - Board of Supervisors | - County staff |

Communications Strategy

There will be a focus on external communications to generate awareness of the Community Care mobile application and encourage county parents to download the app. This strategy will include communicating with key audiences using a variety of methods.

Communications Tactics:

With roles defined, a variety of communication tactics will be used:

- Creating a landing page to include a summary about the mobile application, it's features and links to the Apple and Android stores on chesterfield.gov
- Posting information on social media to encourage county parents to download the app
- Boosting select social media posts to target a specific audience
- Writing a news release
- Posting information about the Community Care app on the county's online newsroom and sharing it with media
- Providing information to area media
- Running free ads in the Richmond Times-Dispatch and Chesterfield TD
- Purchasing ad space in Chesterfield Observer and other area publications, as funds allow
- Producing a Chesterfield Now video segment about the app and its features
- Sharing information on the Community Care app on "Virginia this Morning"
- Producing fliers for posting at local businesses, county libraries
- Sending a county-all email
- Sharing information with the Board of Supervisors and posting on district news pages
- Providing information to county administrator to include in Board of Supervisor meeting remarks
- Include information about app in County Comments
- Creating take-away materials, such as wallet cards, business cards and magnets to be handed out at events and programs.

Communication Strategy for Experience Chesterfield

- Direct email to parents with flier and link to website embedded. Phone call referring parents to the website.
- Posting of link on CCPS website and 63 school websites.
- Social media
- Fliers/posters in front offices and counseling offices at schools.
- Wallet cards can be passed out by counselors as appropriate.
- CCPS Newsmakers segment posted on YouTube and shared via social media
- Include info in School Notes, the division's e-newsletter to parents
- Include in SuperGram, the superintendent's electronic newsletter to staff
- Provide to principals for inclusion in their weekly school emails to parents.
- We can put fliers/info cards out during the presidential primary and/or Election Day for visitors to retrieve
- Request the County Council of PTAs share via websites and social media
- Can provide faith leaders and daycare U.S. mail distribution lists

Budget

A portion of the funds received from the grant will be used to increase awareness of the Community Care app through paid advertising and promotional materials. Below is a rough estimate of how grant money could be spent.

Product	Cost Estimate
Social Media Post Boosts (1 year)	~\$60
Weekly ad in Chesterfield Observer (2 weeks)	~\$800
Magazine Ad	TBD
Printing of fliers/postcards/posters	TBD
Total	TBD

Strategy Evaluation

This strategy can best be evaluated by measuring the number of Community Care mobile app downloads and social media and website traffic. This strategy has a limited budget through a grant awarded to the Comprehensive Services Department and will be delivered as a public-relations campaign within normal operating costs from the Department of Communications and Media.

Strategy Implementation

Key: P = Planning, D = Development, E = Execution, TBD = To be determined/contingent upon other activities, U = Update as appropriate

Tactics	Responsibility	Timeline									
		Dec. 2015	Feb. 2016	March 2016	April 2016	May 2016	June 2016	July 2016	July 2016	August 2016	Sept. 2016
Create landing page, write summary and post on chesterfield.gov	County Communications and Media (C&M)	P, D, E	U	U	U	U	U	U	U	U	U
Social Media	County C&M and Schools		E	E	E	E	E	E	E	E	E
Boost select social media posts	County C&M		TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD

Communication Strategy for Experience Chesterfield

Write news release	County C&M		P, D, E							P, D, E	
Post information on online newsroom	County C&M		P, D, E							E	E
Pitch to media	County C&M		P, D, E	E						E	E
RTD ad (Feb. 21)	County C&M		P, D, E							E	
Chesterfield TD ad (Feb. 24)	County C&M		P, D, E							E	
Chesterfield Now video segment	County C&M		P, D	E			E			E	E
“Virginia This Morning” TV show	County C&M		TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD
NBC 12 Sunday morning programming	Schools		TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD
Produce flyers for distribution	County C&M		P, D, E								
Send flyers to library	County C&M		P, D	E							
Create take away materials, tri-fold, magnets, etc	County C&M			P, D, E	E						
Send county-all email	County C&M		P, D, E							E	
County Comments article (March)	County C&M		P, D	E							
Share information with Board of Supervisors	County C&M		P, D	E							
Provide information to Jay for his comments during BOS meeting	County C&M		P, D	E							
Post information on board district pages	County C&M		P, D	E	E						
Direct email to parents with flyer and link to landing page	Schools		P, D, E			E				E	E
Post link on CCPS website and 63 school websites	Schools		P, D, E								
Fliers/posters in front offices and counseling offices at schools	Schools		P, D	E	E						

Communication Strategy for Experience Chesterfield

Wallet cards passed out by counselors, as appropriate	Schools		P, D	E	E	E	E	E	E	E
CCPS Newsmakers segment posted on YouTube and shared via social media	Schools		TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD
Include information in School Notes, the division's e-newsletter to parents	Schools		P, D, E						E	E
Include information in SuperGram, the superintendent's e-newsletter to staff	Schools		P, D, E						E	E
Provide information to principals for inclusion in weekly school emails to parents	Schools		P, D, E		P, D, E				P, D, E	
Put out fliers/information cards during presidential primary and/or Election Day	Schools		P, D	E						
Request the County Council of PTAs share via websites and social media	Schools		TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD
Send faith leaders flyer with information	Committee		TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD
Send area daycares flyer with information	Committee		TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD
Include flyer with report cards (provide to Tim by April 11 – 60,000)	Committee, Schools, county C&M		P, D	E						
Include in Back to School packet of information	Committee, Schools, county C&M							P, D	E	E

Communication Strategy for Experience Chesterfield

(Beginning of August)											
Paid print ads in Chesterfield Observer, Village News, Chesterfield Living, Richmond Parents, Richmond Family (if funding becomes available)	County C&M and committee		TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD
Evaluation	Committee, Schools, county C&M										

NEWS RELEASE



For immediate release: Feb. 23, 2016

Contact: Teresa Bonifas | 804-318-8314 | BonifasT@chesterfield.gov

Facebook: chesterfieldva | Twitter: @chesterfieldva | #Cfield

County Launches New ‘Community Care’ Mobile App

CHESTERFIELD COUNTY, VA — Getting the information you need is sometimes difficult, and it only gets more difficult when you are in need of help quickly. The new Community Care mobile app, available for Apple and Android devices, provides Chesterfield County and Colonial Heights residents and families with the information they need in a quick, easy-to-navigate format.

Whether it's help with parenting, disabilities, transportation, substance abuse or finding a great park, the Community Care app will help connect users to the right people who can provide assistance. The interactive app allows users to browse by category or search department descriptions to learn how to get help as well as where departments are located and contact information.

Quote?

The app was developed by the Chesterfield/Colonial Heights System of Care Steering Committee through a regional grant from United Methodist Family Services.

Download the Community Cares app for your [Apple](#) or [Android](#) phone today!

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Chesterfield County Department of Communications and Media | chesterfield.gov

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Providing a FIRST CHOICE community through excellence in public service



Welcome to Community Care Chesterfield County, VA

Resources for...



Children



Court Involved Programs



Mental Health Services

health concerns. Our services include parent consultations and classes, individual and family mental health counseling, substance abuse treatment, case management services, psychiatric services, and many others. Our values include being family-driven, youth-guided, trauma-informed, and systems oriented.

Website

<http://www.chesterfield.gov/mhss/>

Call

804-748-1227