



Fiscal Year 2022 Health Center Controlled Networks Sample Communication Plan

Instructions for Completing the Communication Plan

The fiscal year (FY) 2022 Health Center Controlled Networks (HCCN) Notice of Funding Opportunity (NOFO) requires you to submit a communication plan describing ongoing communication with your PHCs, including how you will:

- Identify and address PHCs’ evolving needs and challenges;
- Inform PHCs of health IT and data resources available through your HCCN, HRSA, and other sources; and
- Gather performance feedback from PHCs on how you can improve the health IT and data support you provide.

Use the sample below to inform the development of your communication plan. HRSA anticipates that the communication plan may average 2 pages, but may be fewer or more, as needed. Details on the communication plan requirements are in the Attachment 12: Communication Plan section of the FY 2022 HCCN NOFO instructions available on the [HCCN technical assistance webpage](#).

Sample Communication Plan

Communication Topic Area	Communication Activity Description(s)	PHC Target Audience	Communication Channel	Frequency	Responsibility
Identify and address PHC needs and challenges	Solicit needs and challenges encountered by PHCs through optional web-based survey (scheduled to optimize responses and reduce survey fatigue) hosted on HCCN web-portal. Results will be used to create targeted messaging about available health IT and data resources to subsets of PHCs based on identified needs, challenges, and interests.	All PHCs	Web-based survey	Annually	Health IT Coordinator



Communication Topic Area	Communication Activity Description(s)	PHC Target Audience	Communication Channel	Frequency	Responsibility
Address evolving PHC health IT and data resources	<ul style="list-style-type: none"> • Push health IT and data resources to subsets of PHCs through web-portal. • Notify PHC POCs about identified conferences, events, or other available resources based on identified need or interest (from yearly needs assessment). 	Subset of PHCs, based on identified need and resource	<ul style="list-style-type: none"> • Targeted messages • Phone campaign 	<ul style="list-style-type: none"> • Ongoing • Ad-hoc 	Project Coordinator
Performance feedback	Make available a web-based survey on the HCCN web-portal to gather feedback from PHCs throughout the year. All communications with PHCs will refer them back to the survey to encourage feedback. Response to survey will be anonymous and optional.	All PHCs	Web-based survey	Rolling	Quality Improvement Team Lead