



# **PROPOSED COMMUNICATIONS PLAN 2025-2026**

## **MISSION**

The Virginia Neonatal Perinatal Collaborative exists to ensure that every mother has the best possible perinatal care and every infant cared for in Virginia has the best possible start to life. We believe in an evidence-based, data-driven collaborative process that involves care providers for women, infants, and families as well as state and local leaders. We believe that working together now will create a stronger, healthier Virginia in the future.

## Purpose & Vision

The Virginia Neonatal Perinatal Collaborative (VNPC) Communications Plan for 2025-2026 will serve as a strategic tool to align all communications efforts with VNPC’s mission of improving neonatal and perinatal health outcomes through collaboration, education, and advocacy. The plan will be continuously evaluated and updated as needed.

VNPC's vision is to effectively communicate with all stakeholders while fostering an environment of collaboration, engagement, and community-building. Through efficient and transparent communications, VNPC aims to elevate awareness about maternal and neonatal health challenges while driving action among stakeholders.

The Communications Plan is guided by VNPC leadership and implemented through a collaborative effort involving committee members, program coordinators, and partners. All activities in this plan are designed to ensure that the health, care, and welfare of every pregnant and/or those who were pregnant in the last year, and their infant, meets the highest standards of care.

| Goals   | Impact   | Tactics  |
|---|--|--|
| <b>Build and strengthen the capacity of PQCs to improve the quality of perinatal care statewide.</b>  | Equip Virginians with tools, resources, and best practices for quality improvement.  | Provide training sessions, share toolkits, and host collaborative forums.                    |
| <b>Build and strengthen data systems to improve identification and documentation of successes and barriers to optimal perinatal and infant health outcomes.</b> | Enhance data collection and analysis capabilities across stakeholders.   | Develop dashboards, conduct training for data use, and share findings through reports.       |
| <b>Invest in education and relationship-building to reduce barriers and increase access to quality care.</b>  | Reduction in bias and barriers resulting in increased access and improved quality of care for pregnant and/or parenting people and families.       | Launch educational campaigns, host webinars, and distribute multilingual resources.          |
| <b>Communicate the impact of PQCs to increase collaboration on perinatal initiatives and interventions.</b>   | Share success stories and measurable outcomes to inspire partnerships adopted through communities, vested supporters, partners, and organizations. | Publish case studies, share testimonials, and showcase impact through newsletters and blogs. |
| <b>Solidify the VNPC as the preferred partner in perinatal healthcare.</b>  | Position VNPC as a trusted leader and collaborator in the healthcare space.  | Host annual summits, engage policymakers, and amplify presence at industry events.           |

## Target Audiences

- Healthcare providers (OB/GYNs, neonatologists, pediatricians, family practice, midwives, doulas, nurses, and other providers with a focus on maternal and infant health)
- Pregnant individuals, family members and other support members
- Community organizations and advocacy groups
- Policymakers and public health officials
- General public

## IMPLEMENTATION PLAN

The Communications Plan contains the strategies and actions that fall under the following four strategic priorities:

### Goal 1: Respectful Care

Strategy 1: Ensure all pregnant women or their families receive quality care that is reflective of their needs and desires before, during, and after pregnancy.

#### Actions

- Develop training programs to educate providers on cultural competence and patient-centered care. (Eliminating Bias in Dyad Care)
- Create feedback systems to understand the needs and preferences of patients and families before, during, and after pregnancy.
- Partner with community organizations to promote respectful and individualized care practices through projects like 'Turn the Page,' which tells individual stories.

### Goal 2: Communities

Strategy 1: Strengthen relationships and build trust to engage diverse communities, that reflect that pregnant/parenting population in the work of the Collaborative.

#### Actions

- Host Webinar and/or in-person sessions to engage diverse community voices and understand barriers to care.
- Collaborate with local advocacy groups to improve outreach to underrepresented populations, supported by the VNPC Community Fund.
- Build relationships with community leaders to increase trust and engagement in VNPC initiatives, incorporating insights from "Project SMILE/Embrace."
- Continue to actively participate in national and regional conferences, workshops, and learning opportunities.
  - Disseminate information and seek feedback to promote transparency and collaboration.
- Further partnership with 'Urban Baby Beginnings' to expand reach and build partnerships in urban communities.

### Goal 3: Data

### Strategy 1: Increase Access, understanding, and utilization of perinatal and infant care data

#### Actions

- Develop accessible tools and dashboards to help providers and stakeholders visualize perinatal and infant health trends. (Project LOCATe)
- Conduct training on data interpretation and use to inform decision-making.
- Publish regular reports highlighting disparities, successes, and areas for improvement in perinatal outcomes.
- Continue to collect data for the Environmental scan to support the Mental Health Task Force's mission.
- Provide posters, presentations, and printed material to raise awareness and spread knowledge

### Goal 4: Communication

#### Strategy 1: Share a vision of success that mobilizes our community to action and change.

#### Actions

- Launch public awareness campaigns to share the collaborative's vision and key messages throughout the year.
- Launch the "Bear Hug Conversations" podcast to raise awareness about early maternal health warning signs and inspire and educate listeners.
- Create storytelling content (videos, blogs, testimonials) to illustrate the impact of Turn the Page and VNPC initiatives.
- Utilize the Bear Bulletin to highlight publications, events, and positive news & health updates.

#### Strategy 2: Leverage external communications through existing community and civic publications.

#### Actions

- Utilize local media outlets to expand our reach in publishing our data or any positive updates.
  - o Richmond Times Dispatch, Progress-Index, NBC12, ABC8, CBS6, LNN Media
  - o Pitch to Sarah Bloom from NBC12 to be on her ongoing Segment RVA Parenting
- Utilize VNPC communication platforms to provide information, highlight positives, and connect with the community.
- Deliver monthly newsletter updates to provide timely education news and VNPC events.
- Write and distribute op-ed pieces about the VNPC's educational and promotional issues to local media.
- Reach out to local coalitions/community action networks with a focus on maternal and infant health to share communications, for example: Minus 9 to 5, March of Dimes (Virginia Chapter), Tri-County Community Action Agency, local health districts, federally qualified health centers, and community service boards

#### Strategy 3: Develop online communications platforms (Brandfolder) for stakeholders, healthcare providers, community organizations, and the general public.

#### Actions

- Provide providers access to online tools.
- Regularly upload appropriate content for the identified audience.
- Use website analytics data to monitor usage and ensure best practices.

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### Messaging Themes

- **Maternal and Neonatal Health Equity:** Addressing disparities and promoting equitable care.
- **Warning Signs of Maternal Health Complications:** Education to save lives.
- **Quality Improvement Initiatives:** Data-driven improvements in care delivery.
- **Respectful and Coordinated Care:** Highlighting the importance of compassionate and integrated approaches.

**Community Impact Stories:** Sharing successes and lessons learned.

### Content Plan Monthly Focus

This 2025 content plan will be used across all VNPC platforms.

| Month     | Focus Topic   | Assets   |
|-----------|---|--|
| January   | Perinatal Care & Infant Care & SUD Awareness – Maternal Health Awareness Day            | Social media posts, blog articles, infographics                |
| February  | Health Equity Data, Cardiac Health, Infant Health, Wear Red Day (Feb. 7 <sup>th</sup> ) | Highlight data stories, visual statistics, Podcast Promotional |
| March     | Respectful Care, Women's History Month,   | Testimonials, video clips, Q&A posts                           |
| April     | Maternal Warning Signs (Launch "Bear Hug Conversations")                                | Podcast Launch, educational posts                              |
| May       | Infant Loss & Bereavement Awareness   | Personal stories, blog posts                                   |
| June      | Maternal Mental Health  | Resources, interviews with experts                             |
| July      | Data Insights with Equity Focus   | Webinar announcements, infographics                            |
| August    | SUD Awareness   | Highlight initiatives, share resources                         |
| September | Quality Improvement Initiatives   | Updates, success stories                                       |
| October   | Maternal Mortality Awareness Month  | Event promotions, podcast highlights                           |
| November  | Community Impact Stories  | Videos and articles on local success stories                   |
| December  | Year-End Recap: Perinatal Care Achievements   | Highlights reel, thank-you messages                            |

### 'Bear Hug Conversations' Podcast

As a part of the CDC Foundation Grant, the VNPC is launching a podcast focused on education, awareness, and resources for pregnant and/or parenting people and providers in Virginia. It will have a primary focus on respectful maternity care, as well as other maternal and infant health topics

- **Objective:** Amplify the voices of women, raise awareness about maternal health warning signs, and inspire and educate listeners.
- **Launch:** April 2025 through August 2025
- **Schedule:** Monthly episodes with expert interviews, personal stories, and practical tips.
- **Topics:**
  1. Introduction & Importance of Maternal Health Awareness
  2. Warning Signs & What Families Need to Know
  3. Addressing Health Disparities
  4. Mental Health & Postpartum Wellness
  5. Coordinating Care & Community Support
  6. Lessons Learned & Looking Ahead

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## Key Events

- **Webinars (Series):** Partner with experts to discuss core themes.
  - **Day of Learning**
  - **Community Spotlights:** Highlight grassroots efforts and success stories.
  - **Annual Summit:** Promote outcomes and initiatives to stakeholders.
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## Communication Toolbox

|                  | Description   |
|------------------|---|
| Website          | Central hub for VNPC’s resources, events, and educational materials (govnpc.com).   |
| Social media     | Facebook, Twitter, Instagram, LinkedIn (@govnpc)  |
| Podcast          | Bear Hug Conversations – available on all major streaming platforms.  |
| Email Newsletter | Distributes monthly updates, highlights key initiatives, and encourages engagement with VNPC activities.  |
| YouTube          | Hosts video content, including webinars and Turn the Page community stories.  |
| Blog             | The Bear Bulletin serves as a free, easy-access hub of maternal and infant health updates and related articles written by the VNPC communications team. |
|                  | Mobile text alerts sent out to list serv members.   |

