



Developing Reports that Promote your Health Centre

Description:

This tool provides the steps to follow in developing a report and describes a sample report.

How it can be used:

Health organizations are excellent at providing programs and services for their communities. However, they may not be as good at sharing their “good news” and promoting the positive effects and value to the community. Follow the steps to create a report that clearly and effectively promotes your health centre.

Plan

1. Why are we developing the report?
 - a. What do we want to say? What are we promoting through this report?
 - b. What are we trying to achieve? Are we sharing information about a specific event or about your centre overall?
 - c. What do we want to happen as a result of our report? How will we know if our communications has made a difference?
2. What kind of report will we prepare?
 - a. What is the best way to communicate our message?
3. Who is our audience?
 - a. Who is the report intended to reach?
 - b. Why would this report be of interest to them and how might it affect them?
 - c. Are there several different target audiences? Should we prioritize?
4. Where and how are we distributing our report?
 - a. Ensure we understand our target audience, this will determine how and where we distribute our report.
 - b. Is any advertising or promotional communications required?
5. When are we releasing our report?
 - a. Is there a program requirement that outlines a timeline?
 - b. Is there an event/meeting where the report should be available?

Create Content

6. What are we trying to promote? What is the story we are trying to tell? What have we done that makes us proud?
7. What does our community need to know about the great programs and services we provide?





8. Each report should have a main theme. Identify four or five key points that we wish to convey to our target audience about our organization or initiative. These are our key messages. They will summarize our initiative in short, concise points so they can be remembered and repeated.
9. In developing the content, consider how our message fits with our target audience's values and goals. How can we present our work as supporting the ideals of our audience? How does our organization make a positive contribution?
10. Use vocabulary that is familiar to our audience. Communicate so that our message is understandable to people outside our organization.
11. Consider if there are stories, case studies, testimonials, or pictures that could enhance our report. Messaging that is visually and emotionally appealing is always more effective.
12. Experiment with how our message would look in different formats — a news release, a report, a newsletter, poster, or a webpage. Choosing the right format will increase our chances of reaching and influencing our target audience.
13. Printed materials are effective in communicating a substantial amount of information to a broad audience. Some examples are:
 - a. Reports, including Annual Reports
 - b. Newsletters
 - c. Flyers
 - d. Pamphlets
 - e. Brochures
 - f. Posters
14. All materials should be clearly 'branded' with our logo and "tagline" (if we have one) and carry our contact details (including the website URL and Facebook page). Ensure that all our materials fit together as a visually coherent collection.
15. Photographs add appeal to any format. We can use photos of our own (ensure we have release forms if there are community people represented) or we can get photos from a website or photographer (ensure we are authorized).
16. Maintain high quality in the content and the format. Remember that it is better to produce one good document than two poor ones.

Distribute

17. How are we going to communicate our message and promote our initiative? How are we going to build awareness and share important information?
18. Considering our target audience, what is the most appropriate vehicle to use to reach it?





19. How do we prepare? Do we need to get on an agenda to present our report? Should we advertise in advance in the community paper? Arrange to discuss our message on community radio?
20. Do not wait until the last minute to make contacts. Instead, try to keep our community and leadership regularly informed of our activities (nominations, celebrations, volunteer work, etc.) and achievements.

Evaluate

21. How well was our message received? Did our audience understand the value that our organization or initiative brings?
22. Will we change how we communicate our message in the future? If so, how?

Sample Report: Table of Contents

The purpose of this report is to showcase the positive outcomes of your programs or initiatives so that decision-makers (e.g., Board of Directors, Chief and Council, Health Committee), program staff and community members understand and appreciate the great work you do. This is a guide; add or delete as appropriate so the report reflects your program.

- PROGRAM DESCRIPTION:** Name of program(s). How long it's been functioning. Have there been any key changes over the years?
- Mandate and Key Objectives: What is the main purpose of the program? What does it try to achieve? Who does it serve? What are the main services of the program?
- PROGRAM ACTIVITIES:** What are the key programs and initiatives for which the organization is responsible?
- Achievements for the Year: Describe the major activities and accomplishments in the program this past year.
What happened that was noteworthy? Of what are you most proud?
Choose four or five main ideas and expand on each one. Touch your audience by showing how your organization provided value to your community. Testimonials are effective here.
- PROGRAM RESOURCES:** What people, budgets, and materials are available to you to carry out the program and services?





Staff: How many staff are under your supervision? Full or Part time?

Annual Budget(s): What is this year's budget in each major area?

