

## CASA COMMUNICATIONS PLAN 2006

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### Executive Summary

A communications plan is an important part of CASA's daily operations. As a living document, it frames our media activities, including internal and external stakeholder communications, clarifies our priorities, target audiences, resources and staffing assignments. It is driven by our goals and outcomes, vision, mission, values and beliefs.

The CASA communications plan supports and contributes to CASA's core business functions and key focus areas as described in the *CASA Business Plan*. This CASA communications plan has also been designed to align with the goals and objectives contained within the communications committee's terms of reference.

A more detailed version of this plan, including the key result areas which identify objectives, opportunities, audiences and metrics, as well as specific strategies, activities, timing, action responsibilities and results, will be used in implementation of the CASA communications plan.

### Guiding principles for communication

The CASA communications plan will be guided by the following principles:

1. Our communication efforts will concentrate first and foremost on supportive and active stakeholders and initiatives.
2. We will encourage informed dialogue between stakeholders and invite feedback wherever possible.
3. We acknowledge the diversity of opinions of our stakeholders and will customize communication to the extent needed.
4. We will use simple, easily understood language that promotes a common understanding of CASA, its goals and accomplishments.
5. We will support board members in their role as key communicators for CASA.
6. We will evaluate the effectiveness of our communications plans and ensure continuous improvement.
7. Communications related expenditures will be cost effective, focused on results and shared between CASA stakeholders.
8. We will offer support to stakeholders so they can effectively communicate about CASA as appropriate.

## Communications goals

The overall communications goals of the plan are:

1. Increase and maintain stakeholder awareness, understanding, support for, engagement and commitment to the CASA process and vision.
2. Increase individual Albertans' awareness, understanding, support for, engagement and commitment to the CASA process and vision.
3. Move toward influencing individual Albertans' decisions and behaviours related to air quality in support of the CASA vision.

## Communications Priorities for 2006

1. CASA communications utilizes an array of ongoing communications strategies, activities and tools, including the Communications Committee, Clean Air Bulletin, CASA websites, performance measure #5 and various publications.
2. CASA will be developing systems to achieve efficiencies in ongoing communications functions in order to pursue the following priorities in 2006:

<b>Communications Goals</b>	<b>Priorities for 2006</b>
Goal 1: Stakeholder Support	Develop a systematic communications planning and tracking procedure for project teams
	Increase the exchange of information between project teams
Goal 2: Building External Awareness	Generate support for CASA from the public, policy makers, industry and NGOs
	Generate positive media coverage and awareness of CASA
	Redevelop the CASA website to align with communications goals, increase functionality and attract users
Goal 3: Influencing Albertans	Complete education and outreach clearinghouse pilot
	Determine public perception of CASA and air quality in Alberta

## Target Audiences

**Primary:** Stakeholders

**Secondary:** Media and key decision makers

**Tertiary:** Albertans

## Positioning Statements

1. CASA – a better way to manage air quality issues.
  - Achieving air quality management solutions by consensus.
  - Consensus approach to air quality management has achieved increased commitment to solutions by stakeholders.
  - Effective - over three-quarters of substantive recommendations are implemented.
2. CASA is a unique partnership of government, industry and non-governmental organizations which have committed to developing and applying a comprehensive air quality management system for Alberta.
3. CASA -- leading by example.
  - CASA's decade of leadership in addressing air quality issues has been publicly and prominently recognized (list recent awards and other recognition).

## Evaluation

Progress towards achieving outcomes in the CASA communications plan is reported at each meeting of the Communications Committee.

CASA communications functions are continuously evaluated. The communications planning process incorporates tracking and evaluation to ensure that communications at CASA are effective and strategic. In addition, an annual audit of communications materials ensures currency and relevance.

CASA performance measure #5 directly measures the degree of recognition of CASA as well as evaluates two communications functions: website usage and news stories in the media.