

**Team Members:** Nicole Lukas, Rhonda Williams, Susan Coburn, Al Johnson, Kathleen Horton, Rebecca Brookes  
**Team Lead:** Patrick Kinner  
**Executive Sponsor:** Garry Schaedel

### PLAN

Identify an opportunity and plan for improvement.

### Area for Improvement

Outreach materials are frequently generated by Healthy Promotion and Disease Prevention (HPDP) staff but there is no consistent process in place to ensure quality control or administrative oversight, and outreach materials are often not directly linked to desired programmatic outcomes.

### Target Goal

Create a process that is easily followed by all staff involved and includes supervision of the creative process by the HPDP Communications Coordinator.

### Baseline Data

The Marketing Approval form, completion of which begins the development of outreach materials, was used less than 10% of the time.

### What change ideas (theories) did you have before you started testing changes?

The new process must be simple, be in the hands of as few people as possible, and have leadership review at the beginning and end.

### DO

What ideas for improvement did you test?

We drafted a procedure that outlined the agreed to process. This required HPDP staff to work with the HPDP Communications Coordinator early in the process and to complete the Marketing Approval Form to outline the need, preferred method, and the programmatic outcomes to be addressed with the outreach materials.

### STUDY

What were the results of your test(s)?

We revised the Outreach Materials procedure several times, by testing it with Leadership team members and select staff. By doing so we were able to simplify the process, and identify the most important steps in the sequence to ensure quality, timely and outcome-driven outreach materials.

During the review period, **we saw a six-fold increase in the number of outreach materials generated using this process**, from 2 in the previous six months to 12 in the four months of this AIM project. Each of the pieces of material developed involved the Communications Coordinator early on and had two reviews by necessary supervisors.

### ACT

What lessons did you learn from the process? How will this change be sustained?

Lessons learned included the importance of having this process overseen by one person, the HPDP Communications Coordinator, and having the necessary supervisors review the intended materials before and after they are created to ensure they meet the desired programmatic goals.

In order for these gains to be maintained HPDP will need to ensure that tracking is done for all new materials generated, and that program staff are reviewing the generated materials as a group to determine the effectiveness of the efforts.