



EHSD Internal Communications Plan

August 2020 – February 2021

Goal – Create a positive work environment and engage staff members, whether they are working in office or remotely.

Objectives – Use various communications channels and staff activities to promote wellness, boost morale, and support EHSD staff while upholding the department’s vision, mission and core values. Offer ways to connect and re-connect following the past months of altered work patterns, service delivery and attendance. Ensure staff are informed and feel valued. Encourage health and safety practices, particularly related to curbing the spread of COVID-19.

Tools – STARS, EHSD.org Staff Update page, EHSD All-Users email, webinar, MS Teams, Zoom, Pop-up Messages, Intranet

Tactics

Staff Survey – How does staff prefer receiving information? What type of information? In what virtual activities are they most likely to participate? Use survey results to help inform the internal communications plan and adjust as needed.

Pop-Up Messages & Videos - Continue wellness-oriented pop-up messages twice daily. Add in 10- to 15-second “Positive Pop-Off” videos from staff members sharing encouraging words.

Food Drive – Organize a departmental food drive with online monetary donations to the Food Bank. Provide opportunity for staff to help the families and individuals EHSD serves with food and nutrition needs, now greater than ever with Contra Costa’s current economic situation.

I-Walk Challenge – Promote health and wellness with the incentive of annual staff walking challenge. Staff members form teams, but walk individually or socially distant from each other. Each walkers’ steps will count toward their team’s total. Consider gift cards or individually-wrapped snacks/cookies for prizes.

EHSD Night at the Movies – Arrange an EHSD night at Solano Drive-in in Concord. Attempting to reserve area for EHSD staff and families with possibility of them interacting with each other in social-distanced ways. Tentatively scheduling for early September on a Tuesday evening for discounted cost.

EHSD Staff Webinar or “Town Hall” – We recommend a slight re-branding of the quarterly webinars to be less “top-down” and more emphasis on staff participation. Using a pre-webinar survey, find out what staff members most want to hear about, and start the session with staff questions/concerns first, then follow with brief updates from directors.

Virtual Pet Costume Parade – Instead of pumpkin carving, hold a pet costume competition to celebrate Halloween. Staff submits short videos of pets in costume. We then play them for all staff during live Zoom “parade” and winner announcement.

Intranet – Community Relations review and provide ideas for updating various bureau pages with current and more engaging content. More emphasis on using intranet to help inform staff. Possibly hold a contest to see who has the best intranet page (layout, up-to-date info, use of photos and video, etc.).

Virtual Brown Bags – Bureau Directors schedule these with their various units and workgroups, as appropriate. Model after the in-person brown bags, offering staff the opportunity to ask questions, share info, visit and connect.

Wellness Breaks – Series of bi-weekly or monthly “breaks” via Zoom or Teams. Community Relations to host or coordinate a variety of lunch time games, singalongs, light stretches, meditations, etc., that staff members can opt into for 15-20 minutes as part of their lunch break.

EHSD’s Got Talent – Virtual talent show, possibly for holiday season, for staff to perform or share their talents with each other (sing, play music, juggle, display artwork, dance, etc.). Staff submit short videos to showcase their talents. We then play them for all staff during live Zoom event and announce winner(s).

Years of Service Awards – Plan virtual event (or hybrid virtual/in-person, if health guidance allows) to recognize staff who reached milestone years during 2020.

Timeline

August

- Pop-Up Messages & Videos
- Staff Survey
- Food Drive (Aug 17 – Sep 18)
- Virtual Brown Bags
- Intranet review & suggestions

September

- EHSD Night at the Movies (early Sep; date TBD)
- Food Drive (through Sep 18)
- I-Walk Challenge (Sep 8 – Oct 19)
- EHSD Webinar or “Town Hall” (Sep 30)
- Virtual Brown Bags
- Wellness Breaks
- Intranet updates (all bureaus/units)

October

- Combined Charities Campaign (one-time donation or payroll deduction for 2021)
- Virtual Pet Costume Parade (Oct 30)
- Virtual Brown Bags
- Wellness Breaks
- Intranet updates (all bureaus/units)

November

- Combined Charities Campaign (one-time donation or payroll deduction for 2021)
- Virtual Brown Bags
- Wellness Breaks
- Intranet Page Contest

December

- Holiday Food Fight (countywide; TBD)
- EHSD's Got Talent
- Virtual Brown Bags
- Wellness Breaks
- Intranet Page Contest

January

- Virtual Brown Bags
- Wellness Breaks
- Intranet updates (all bureaus/units)

February

- Years of Service Awards (February 4)
- Virtual Brown Bags
- Wellness Breaks
- Intranet updates (all bureaus/units)