



[Community Health Center, Inc.](#) (CHC), a leading health-care provider in the state of Connecticut, offers primary medical, dental and mental health services to low-income, uninsured and underinsured patients using innovative service delivery models and state of the art technology.

An inclusive communications strategy is foundational to our work in our national research program. Using this tool kit allowed us to align our team members to one strategy with clear and accessible expectations.

— Katrina Yamazaki,
Principal Investigator and
Senior Scientist, CHC

The Problem

- » The CHC team wanted to ensure that its communication strategy for engagement with potential and existing participants is transparent, appropriate, and inclusive.

The Resources

- » The CHC leveraged several [DATAcc](#) resources including the [Workbook for Inclusive Deployment](#), [Inclusive Deployment Plan Worksheet](#), [Inclusive Communications Guide](#), and [Digital Readiness Workflow](#) to help inform CHC's communications strategy.
- » The organization leveraged the key elements of the tool's recommendations, including utilizing a clear, concise message; having the appropriate reading level, including visual aids; and avoiding jargon to be more effective in its outreach, engagement, and retention work with participants and community members.

The Impact

- » The area of greatest impact was the team training – utilizing this guide helped the CHC team have clear direction on how to engage with participants at every stage and provided CHC managers with very clear training guidelines for their team members, with a focus on inclusivity and participant-centered design.
- » The tool was also impactful because it is accessible and can be put into use immediately.