

December-January Communications Outline

Ko-kwel Wellness Center

Dec. 9, 2019

Target Audiences

1. Tribal member families
2. Current patients
3. Non-CIT Kilkich residents
4. All tribal staff

Key Messages

1. The project is on track.
 - o Financing will close Jan. 24.
 - o A schematic design has been approved. (Explain schematic design.)
 - o December and January will focus on completing design documents.
 - o We'll share a 90% complete draft at Winter Gathering, Jan. 11-12.
2. The wellness center offers job opportunities, especially for those willing to pursue training now.
3. The project is modest in scope.
 - o The building will not be excessively large.
 - o Its design, materials, fixtures and furniture will not be luxurious or fancy.
 - o But the wellness center will provide high-quality, efficient care.
 - o The atmosphere will be welcoming and homey.

Additional Points to Convey

- Half of the old health center will become a fitness center.
- Cranberry plants will be removed from the third bog, leaving space to accept excavated dirt. Depositing excavated

dirt there will save substantial time and money.

- The building will be earthquake-resilient, resting on 14-foot pilings.
- Rumors about asbestos and harmful vapors under the construction site are false. (Refer to TEIR document.)

Desired Response

All four audiences will feel confident that the project is sound, on track and in their best interest. They will understand that:

- Financial aspects of construction and operations are sound.
- The building will be environmentally benign, safe from natural hazards and compatible with the neighborhood.
- They will like the building and will want to use its services.

Tools

- January K'wen
- January Sea-Ha Runner
- MyTribe
- Facebook group
- Winter Gathering booth
- Winter Gathering handout
- Chair report to General Council
- Lobby display/poster
- Posters in tribal workplaces
- Direct mail to all patients