

APPENDIX D - II - 5: AUDIENCE GRID

Audience	Who's responsible for contacting them?	Method of contact? (e.g. email distribution, phone, meeting, signs)	By when/ How often?
Board of Health	Administrative Assistant	Email (Distribution List)	
All Staff	MOH	Email distribution list Intranet Blog post	
Ontario HUs - MOHs	MOH	Email (Distribution List)	
MOHLTC - CMOH - Communications	Health Promotion Specialist (HPS) Media Consultant	Email Email	
Neighbouring HUs - Communications (NBPS, HKPR, York, Grey Bruce)	Media Consultant	Email	
SMHSEPC	Program Manager – Emergency Response Alternate: Emergency Management Coordinator	Email to member list - currently & in an emergency situation email forwarded onto health sector via Health Sector Committee Chair at County for distribution HU sent email to member distribution list	
Vulnerable Populations Liaisons (subgroup of SMHSEPC)	Program Manager – Emergency Response Alternate: Emergency Management Coordinator	Email to vulnerable population sector leads for distribution to their associated agencies	
Vulnerable Population SMDHU – associated agencies (i.e. day cares, LTC, R & R, group homes, corrections)	CD – Administrative Coordinator	(PHIIT) Fax	
HCPs - Physicians	CD – Administrative Coordinator CD – Administrative	Email (List Serve) & (PHIT) Fax	

- ICPs	Coordinator	(PHIT) Fax	
- LTCs	CD – Administrative Coordinator	(PHIT) Fax	
- Emergency Dept	CD – Administrative Coordinator	(PHIT) Fax	
- Hospitals	CD – Administrative Coordinator	(PHIT) Fax	
- Midwives	CD – Administrative Coordinator	(PHIT) Fax	
- NPs	CD – Administrative Coordinator	(PHIT) Fax	
- Walk-in Clinics	CD – Administrative Coordinator	(PHIT) Fax	
- Occupational Health Professionals	CD – Administrative Coordinator	(PHIT) Fax	
- FHTs	HPS to FHT Liaisons	Email via FHT Liaison (Physicians receive through PHIT fax)	
- CHCs	HPS to CHC Liaisons	Email via CHC Liaison (Physicians receive through PHIT fax)	
School Board	Healthy Living Service - Program Director/ Administrative Coordinator	Email	
- SCDSB	Healthy Living Service - Program Director/ Administrative Coordinator	Email	
- SMCDSB	Healthy Living Service - Program Director/ Administrative Coordinator	Email	
- Trillium Lakelands	Healthy Living Service - Program Director/ Administrative Coordinator	Email	
- French	Healthy Living Service - Program Director/ Administrative Coordinator	Fax/mail	
- Private	Healthy Living Service - Program Director/ Administrative Coordinator		

Post Secondary - Georgian - Laurentian - York - Lakehead - Nippissing	Healthy Living Service - Program Director/ Administrative Coordinator	email (key contacts list under development)	
Municipalities - EMCs	Program Manager – Emergency Response Alternate: Emergency Management Coordinator	Email to EMC's to forward onto municipal partners – (i.e. Fire, Police, Parks and Recreation, mayors, council and municipal clerks)	
1 st Responders - Ambulance	CD – Administrative Coordinator	(PHIT) Fax	
Day Cares	CD – Administrative Coordinator	(PHIT) Fax	
CYFSCSC	Family Health Service Director	Email list distribution	
Muskoka Family Services Coalition	Family Health Service Director	Email list distribution	
North Simcoe Muskoka LHIN Communicators Network	Corp Comm	Email distribution	
Media/General Public	Corp Comm	Web posting (H1N1 Portal – SMDHU Situation Updates)	