



CARES Phase II Communications Outreach Report July 2002-March 2003

The VISN-level CARES Communication Report for the past seventeen months July 2002 thru December 2003 is summarized on the attached spreadsheet. The "Stakeholder Outreach" summary; includes the unsolicited input or inquiries received from the stakeholders and others.

In summary, there were 11,078,364 stakeholders, veterans, veteran service organizations (VSO), employees, congressional, affiliates, unions, Department of Defense (DoD), and members of the public briefed on the CARES process. The VISN totals ranged from a high of 2,452,853 (VISN 6), to a low of 41,127 (VISN 19) for the seventeen-month period. Of the twenty VISNs, there were eight VISNs that briefed over 500,000 stakeholders; six VISNS briefed over 200,000, three over 100,000 and the remaining three fewer than 60,000. The column identified as "other, " includes all outreach in the form of e-mails, brochures, mass mailings and newsletters.

Most of the VISNs used communication modes consisting of briefings, websites, e-mails and mailings. Overall, of the 11,078,364 total stakeholders and veteran contacts 6,086,535 or nearly 55.0% were in the form of mails-outs (e.g., e-mails, brochures, and newsletters). Of the 11,078,364 total stakeholders, 2,958,214 or 26.7% accounted for the second largest category, which were Veterans/Relative contacts. Employee contacts comprised the third highest category. Of the 11,078,364 total, 1,778,458 or 16.05% were employee contacts. Finally, the fourth category with a significant total was the Veterans Service Organization (VSO) contacts. Of the of 11,078,364 total, 132,933 or 1.2% were VSO contacts for the past seventeen months.

Further analysis, of the VISN CARES Communication Report for July 2003 showed 76,319 stakeholders and members of the public were briefed on the CARES process. Two months (September and December 2003) showed dramatic increases in the numbers of stakeholders briefed. The September 2002 Stakeholder Outreach Summary logged briefing totals of 930,610. This increase may be attributed to the familiarity of using the CARES Communication template. Moreover, the VISNs scheduled meetings with their stakeholders to identify their market areas to be used in the National CARES planning process. The second significant increase occurred for the month of December. The December 2002 Stakeholder Outreach Summary showed that 1,047,176 were briefed. This increase may be the result of the VISNs meeting with their stakeholders to explain the planning initiatives related to their VISNs. Additionally, the need for a standardized reporting system was identified early in the process. An ACCESS



database format was developed by the NCPO and the initial web-based communications reporting system became available in December 2002.

For the first three months of 2003 (January-March), the VISN CARES Communication monthly report showed that a total of 1,940,320 stakeholders and members of the public were briefed on the CARES process.

A dramatic increase in the numbers of stakeholders briefed in the February 2003 Stakeholder Outreach Summary showed that 1,104,158 were briefed, an increase that may be attributed to the mail-outs and the VISNs working with the stakeholders to brief them on VISN market plans.

During the months of April, May and July 2003 the VISN CARES Communication monthly report showed a decrease in the total of stakeholders and members of the public briefed on the CARES Process. However, we experienced an increase in June 2003 of 457,174 stakeholders and veterans briefed from the total briefed in May 2003. There was an increase of 2,107,501 stakeholders briefed in August from the total in July 2003. This increase may be attributed to the release and publication of the draft National CARES Plan (August 4, 2003) and the CARES Commission hearings open to the public the outreach activities showed a substantial increase.

Finally, during the months of September-through October 2003, the VISN CARES Communication monthly report showed a decrease in the total number of stakeholders and members briefed. For the months of November and December 2003 the number of stakeholders and public briefed increased by a total of 110,008.

- This analysis shows that, over a seventeen-month period, VHA facilities and VISNs briefed over eleven million stakeholders with regard to the CARES process. Since the rollout of phase II of the CARES process in July 2002-through February 2003, we had a steady increase in the number of stakeholders briefed.
- During the months of April, May, July, September, and October 2003, the VISN CARES Communication monthly report showed a decrease in the total stakeholders and members briefed. The decreases for these months are most likely explained by the lack of new information until the release of the draft National CARES Plan (August 4, 2003). Following the release of the draft National CARES Plan the number of stakeholders briefed decreased as the CARES Commission began holding public hearings. Questions regarding the draft National CARES Plan were at that point referred to the Commission.

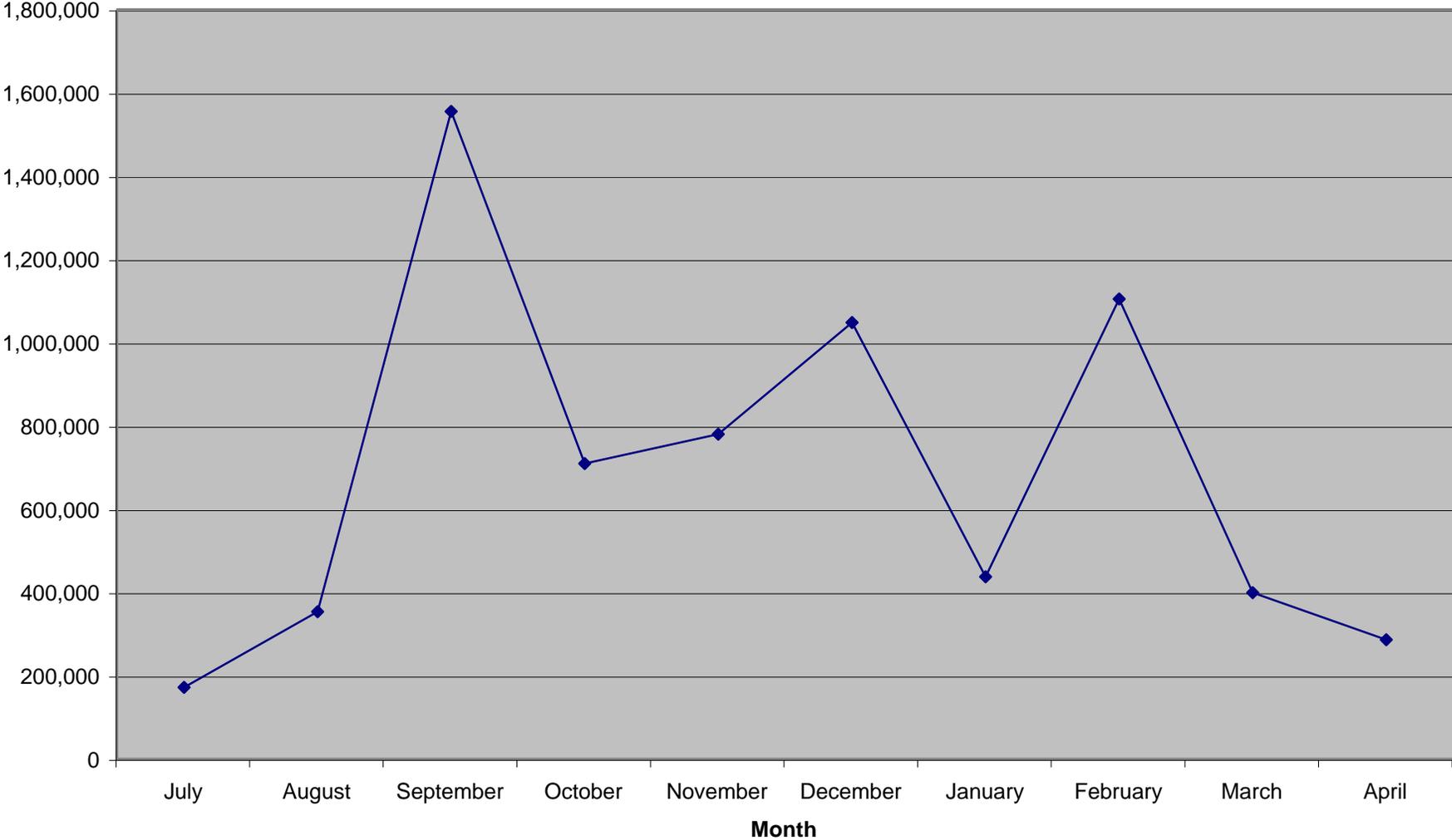


- The months of November and December 2003, saw increases in the number of stakeholders and members briefed as the public interest and information on the proposed VAMC closings became more widely available.

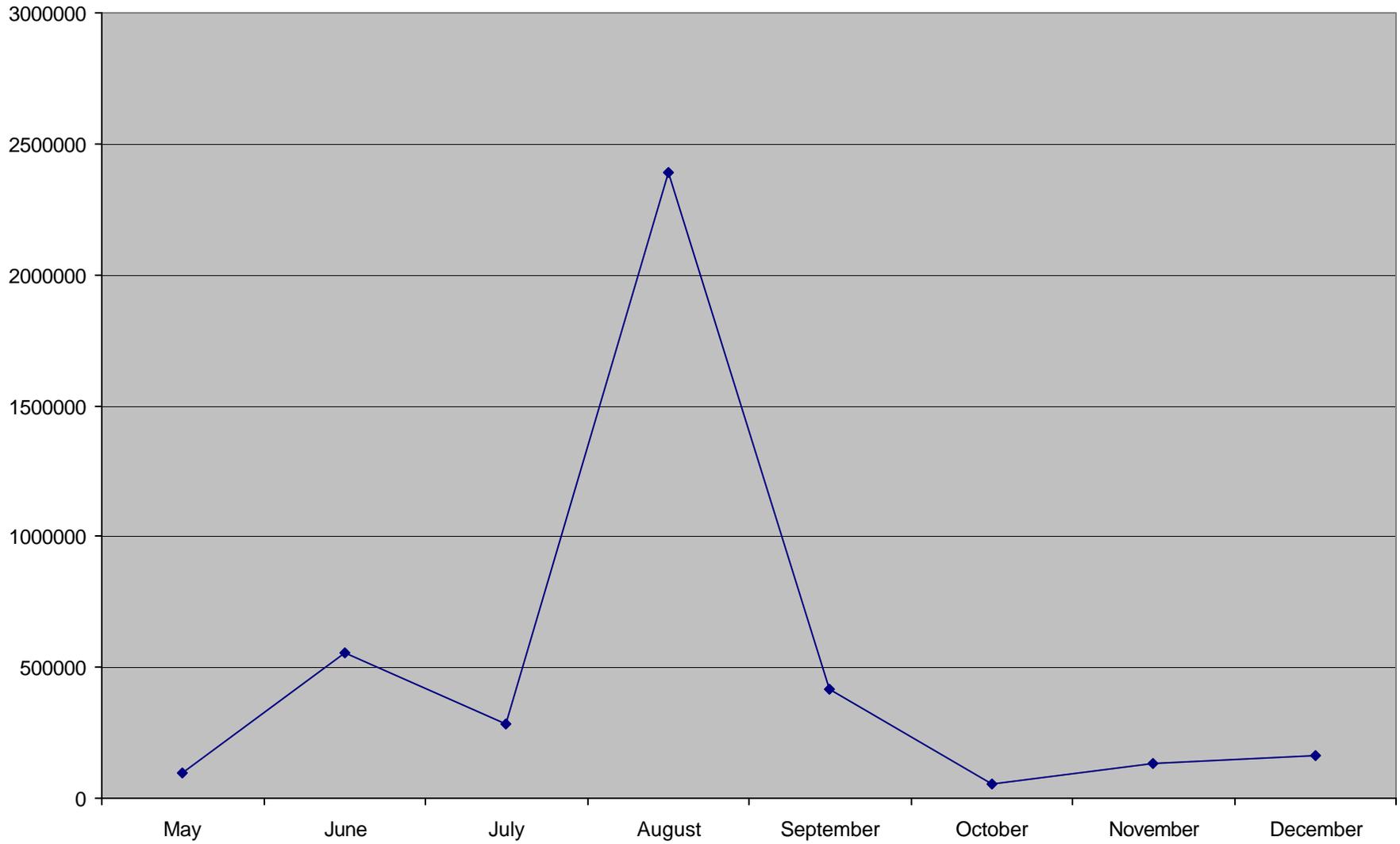
February 4, 2004

Distribution: 00, 00A, 10, 10A, 10B, 10N
VHA/VACO Program Offices
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**Stakeholder Outreach Summary
July 2002 - April 2003**

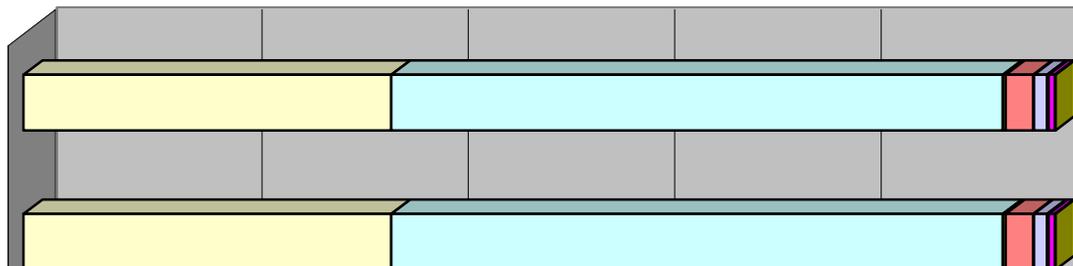


Outreach Numbers May-December 2003

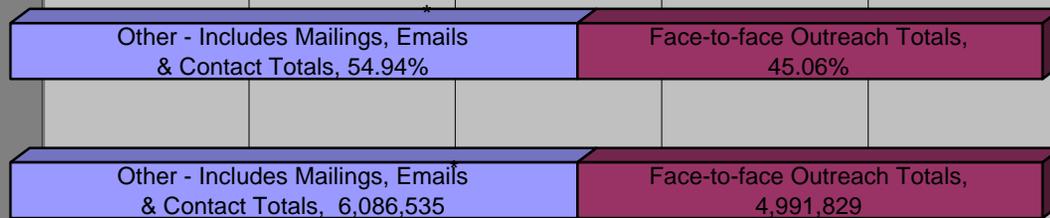


VISN Stakeholder Outreach & Contact Roll-up July 2002 - December 2003

**Face-to-face
Outreach Totals**



**Combined
Mailing &
Face-to-face
Outreach Totals**



*Contact numbers are rolled-up in this category

0% 20% 40% 60% 80% 100%

Employees	1,778,458	16.05%
Veteran/Rel.	2,958,214	26.70%
Congressional	14,060	0.13%
VSO	132,933	1.20%
Affiliate	4,552	0.04%
Volunteer	62,659	0.57%
Union	7,358	0.07%
Local Org	31,165	0.28%
DoD	2,430	0.02%