

Communication planning tool

Responses to the questions below will provide you with a communication plan in a narrative form. You can also turn this into a work plan delineating activities, responsibilities, and timeline. Use more space under each step as necessary.

Step 1: What is the goal of your communication efforts?

This is the overall change or improvement to be achieved through communication efforts.

Example:

Wide participation in and support of the implementation of the community health improvement plan (CHIP)

GOAL:

Step 2: Who are your audiences?

Audiences are distinct, with different roles, interests, and constituencies.

Examples:

Health and social service providers, community members, elected officials, funders

AUDIENCES:

1.

2.

3.

Step 3: What are your communication objectives? (may differ for each audience)

These objectives represent what people will know, feel, and do.

Examples:

Providers will be aware of the CHIP and contribute to CHIP implementation

Community members will understand the community's health status [community health assessment (CHA) results] and provide input

Elected officials will understand the community's health status and support policies that align with the CHIP

Funders will understand how the CHIP aligns with their goals and contribute resources to CHIP implementation

OBJECTIVES

AUDIENCE 1:

1.

2.

AUDIENCE 2:

1.

2.

AUDIENCE 3:

1.

2.

Step 4: What are your communication channels?

These are the ways you will most effectively reach different audiences.

Examples:

Community meetings, targeted outreach, social media, earned media/public relations

CHANNELS:

Step 5: What is your call to action (CTA)?

This is the clear, concrete action people can take that facilitates the communication objectives, and can vary over time and communication channels.

Examples:

Participate in a specific meeting, sign up for email updates, learn more about community health status on the website

CALLS TO ACTION

BY AUDIENCES:

- 1.
- 2.
- 3.

Step 6: What is your communication content and formats?

These are the promotional materials and content that support the activities above.

Examples:

Infographics for use online, in presentations, etc.; photos or videos that tell the story of the CHA/CHIP; blog posts; CHIP summary for distribution at meetings; promotional card or flyer to drive people to website and/or social media

CONTENT & FORMATS:

Step 7: What are your success measures?

These are quantitative measures that primarily assess the communication process.

Examples:

Number of community meetings held; number of people (by audience) who participate in meetings; number of website visits; number of social media followers; amount/type of resources contributed

SUCCESS MEASURES (for each communication channel):

Step 8: What is your messaging platform?

These are the key messages and supporting statements that will guide all communication efforts. These messages address what the audience needs and wants to know, with attention to the benefits they can experience. Messages are tailored to different audiences.

MESSAGE 1:

SUPPORTING STATEMENTS:

- 1.
- 2.

MESSAGE 2:

SUPPORTING STATEMENTS:

- 1.
- 2.

MESSAGE 3:

SUPPORTING STATEMENTS:

- 1.
- 2.