

## COMMUNICATION PLAN

# Insert Project or Program Name

(CDC, <https://www.cdc.gov/healthyouth/fundedprograms/1807/toolkit/module1.htm> )

<b>Background</b>	[Describe your project or program and the issue or problem it is addressing.]
<b>Program or Project Goal(s)</b>	[Describe the project and the main goal (e.g., increase referrals to school-based health centers)]
<b>Communication Goal(s)</b>	[List what you want to accomplish using communication messages and materials (e.g., increase student awareness of school based health centers, help staff to talk about available health services), and by when, to help you meet the larger program or project goal.]
<b>Audiences</b>	[List the group(s) of people to whom you will try to reach with your communications activities (parents, students, staff, etc.)]
<b>Key Messages</b>	[List the messages about the topic you are addressing that you will use with your audience(s) to meet your communication goals.]
<b>Methods/Tactics</b>	[List the activities you will use to reach your audience(s) with your communication messages and materials to meet your communication goals. (eg, create innovative marketing materials geared to a student audience, create “cheat sheets” and palm cards for staff use when talking to students)]
<b>Steps</b>	[List the specific steps that need to happen to achieve the tactics/activities you listed above.(eg, create content, convene student advisory board for input, secure funding, etc)]
<b>Materials</b>	[List the materials you need to create, using your messages, to achieve the steps you listed above.]
<b>Evaluate</b>	[List the ways you will evaluate whether you met your communication goals.]
<b>Resources</b>	[List the resources you need to complete your communication plan activities.]
<b>Timeline</b>	[List when you will do the steps, create the materials, assess the plan, and determine who will do the steps in the plan.]

Your logo can go here

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