Communication Planning

How to Deliver More Effective and Engaging Messages

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Kentucky Public Health
Prevent. Promote. Protect.

What do we mean by communication?

Process of transmitting ideas and information

- Role of your organization
- Public health issues we organize around
- Relationship building
- Programs and activities
- Accomplishments

Why do we need a communication plan?

1

Ensure you are reaching out effectively

2

Get everyone on the "same page"

3

Save you money and effort

What is a communication plan?

Purpose

Why do you want to communicate?

Inform *provide information*	**Persuade** *convince to act*	**Motivate** *show goodwill*
• Announce events • Educate on an issue • Report progress	• Recruit partners ("participants") • Support a policy • Raise money	• Celebrate success • Express appreciation • Maintain interest

Audience

BRAND CAMP
by Tom Fishburne
TARGET MARKET
WOMEN
AGES 18-49
YOU'RE RIGHT, THAT DOES LEAVE OUT MEN AND BOOMERS. MAYBE WE SHOULD TARGET EVERYONE IN THE KNOWN UNIVERSE.
©2011
MARKETOONIST.COM

“Audience segmentation is saying something to somebody instead of saying nothing to everybody.”

– Jay Conrad Levinson
Guerrilla Marketing (1994)

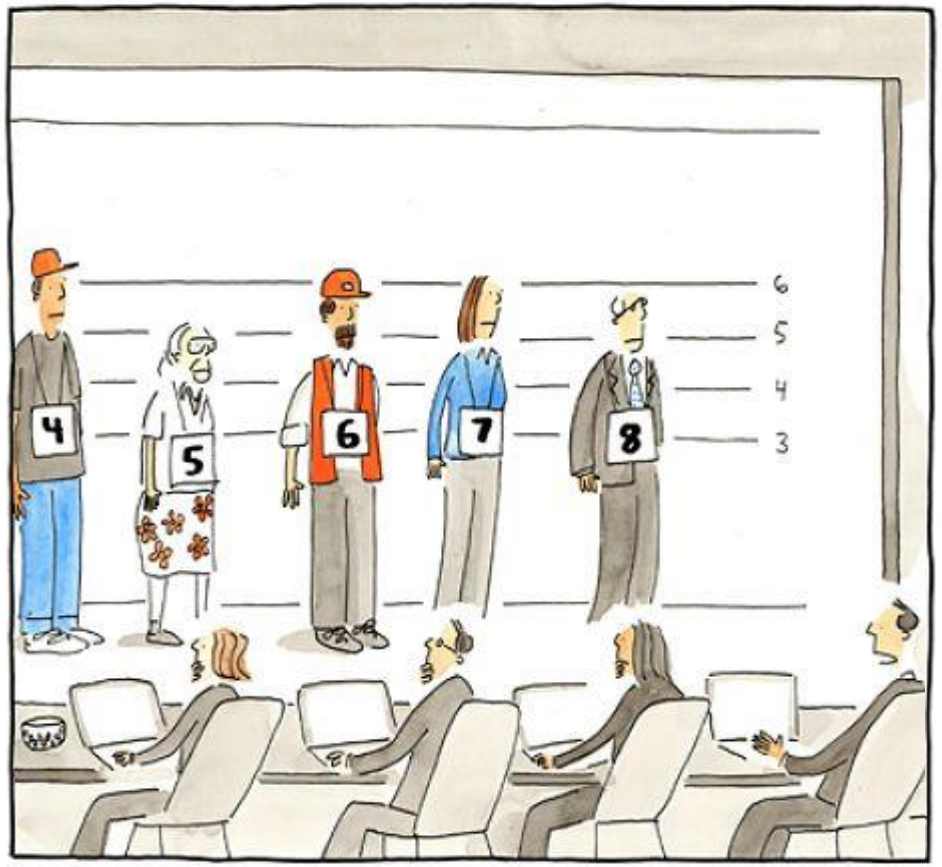
Audience

Who do we need to communicate with?

Who is the most affected

Who makes decisions

Who influences those people



Audience

Different strokes for different folks!

What action do we need them to take?

Why should they care?

What are their unique challenges?

How do they get their information?

Who do they respect and listen to?

Where do they spend the most time?

Message

What do you want to communicate?

Clarity and Consistency	• No technical terms or acronyms • Main points should be obvious, stressed and repeated • Clearly ask what you want them to do in a call to action (CTA)
Interest and Values	• Speak to the target audience's specific values • Explain the solution that will capture their interest • Highlight benefits they perceives as most important
Tone and Appeal	• Attract their attention: novelty, contrast, aesthetics • Always truthful, honest and credible • Tone can change depending on audience

Method

How do you want to communicate it?

Channel

Places and spaces that will carry the message to the audience

Activities

Events and/or materials to be used in your selected channel

Distribution

The messenger, when and how often your message is communicated

Channels

- Television stations
- Radio stations
- Newspaper
- Magazines
- Websites
- Social Media (Facebook, Twitter, YouTube)
- Telephone
- Billboard
- Community and recreation centers
- Street Festivals
- Public transportation and bus stops
- City government offices
- Schools, universities and child care
- Libraries
- Parks
- Malls
- Supermarkets
- Restaurants
- Direct mail

Activities

- Press conferences
- Radio talk or call-in shows
- Benefit race
- Parade
- Conferences and meetings
- Hotlines
- Email listservs
- Newsletters
- Press releases
- Posters, flyers, postcards
- Brochures, factsheets
- Opinion editorials (op-eds)
- PSAs
- Bookmarks
- Creative promotions (swag giveaways)
- Paid advertising
- SMS text messaging
- Presentations
- Word-of-mouth

Method – Action Steps

What steps can we take to be accountable for making this happen?

- Who will be responsible for _____?
  [writing, designing, printing, filming, posting, approving, etc.]
- Who is already connected with the media?
- Who has money to pay for the expenses?
- How do we make sure we're all on the same page?

Evaluation

How do we know if we were successful?

Tracking

- Number of completed events, presentations, etc.
- Number of people reached
- Number who followed the CTA
- Formal and informal reactions or suggestions for improvement

Lessons Learned

- Additional audiences
- Unexpected obstacles
- Boomerang effects
- Process changes

Let’s Practice!

[PAUSE] for Health Equity

- How can we intentionally advance health equity with our communications?

More Information

Communication Planning

W.K. Kellogg Foundation – Template for Strategic Communications Plan
Community Toolbox – Communications to Promote Interest
CDC – Gateway to Health Communication & Social Marketing Practices
Health Communication Planning – USDHHS/NIH/NCI "Making Health Communication Programs Work" [PDF]

Message Framing

Berkley Media Studies Group – "What Surrounds Us Shapes Us" [PDF]
FrameWorks Institute – Storytelling for Social Change
RWJF Conversations with Parents – "Inspiring Parents to Demand Communities Where All Children Can Grow Up at a Healthy Weight" [PDF]

Thank you!

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