



Communication Plan Template

Healthy People
2020

Use this template to create a communication plan for your Healthy People initiative. Identify your audience and message(s) ahead of time. Be as specific as possible. Then make sure community partners and coalition members have a copy of your plan—this will help everyone stay on message.

1. **Whom do you want to reach with your message?** *(Be specific: age, race/ethnicity, gender, sexual orientation, location, employment status, limited-English proficiency)*

2. **What do you want your audience to do?** *(Example: walk to work or school on Mondays for the month of May)*

3. **What is the benefit of doing this action?** *(Example: cardiovascular health, obesity prevention, fewer cars on the road . . .)*

4. **Why might it be hard for people to do it?** *(Example: they have to plan ahead)*



5. **What is the single, key message you want to get across?** (*Example: Start your week off with physical activity—together, we can take care of our health and our community!*)

6. **What type(s) of media will you use to reach your target audience?** (*Example: radio, Internet, print, point-of-purchase, word of mouth*) **What is the benefit of each?** (*Example: low-cost, frequent use by audience*)

Source

Adapted from *Making Health Communication Programs Work* (The Pink Book). Developed by the National Cancer Institute (p. 179), 2001.

