

HEALTHY START GRANTEE 2016 COMMUNICATIONS AND OUTREACH TOOLKIT

HS COMMUNICATIONS AND EDUCATIONAL OUTREACH PLAN TEMPLATE (10 STEPS)

A communication strategy is not the glue between different communication products. It is the process through which we communicate. Good communications reflect a two-way dialogue, where we listen to what our audience wants and then design and deliver audience-informed strategies. The ten steps outlined in this plan will walk you through an internal process to develop a tailored workplan that will allow you to reach your communication goals. Create a communications committee, set regular meeting dates and times and then you are ready to begin.

STEP 1: BACKGROUND OF PROJECT (INSERT PROGRAM HISTORY AND THE DATA THAT SUPPORTS THE PROBLEM YOU ARE TRYING TO SOLVE)

HEALTHY START GRANTEE 2016 COMMUNICATIONS AND OUTREACH TOOLKIT

STEP 2: PROJECT GOALS AND OBJECTIVES

What are your communication plan goals and objectives? Describe what you are trying to achieve. Outline a specific, tangible goal that will become the framework of your plan. Considering the overarching goal of your project, if you were successful what would it look like?

- Would you have increased the # of participants at your Healthy Start?
- Would there be an increase in Latina Woman aged 12-24 seeking help for maternal depression?

Objectives should be SMART Specific, Measurable, Attainable, Relevant, and Time-bound. The following link is a resource for creating smart objectives.

Communication Resource Tools:

<http://www.cdc.gov/healthyouth/evaluation/pdf/brief3b.pdf>

Example 2016 Goal: To raise the visibility of the Healthy Start (Name of Organization) and highlight its accomplishments supporting women, infants, families and communities in order to increase participants by 20% in 12 months.

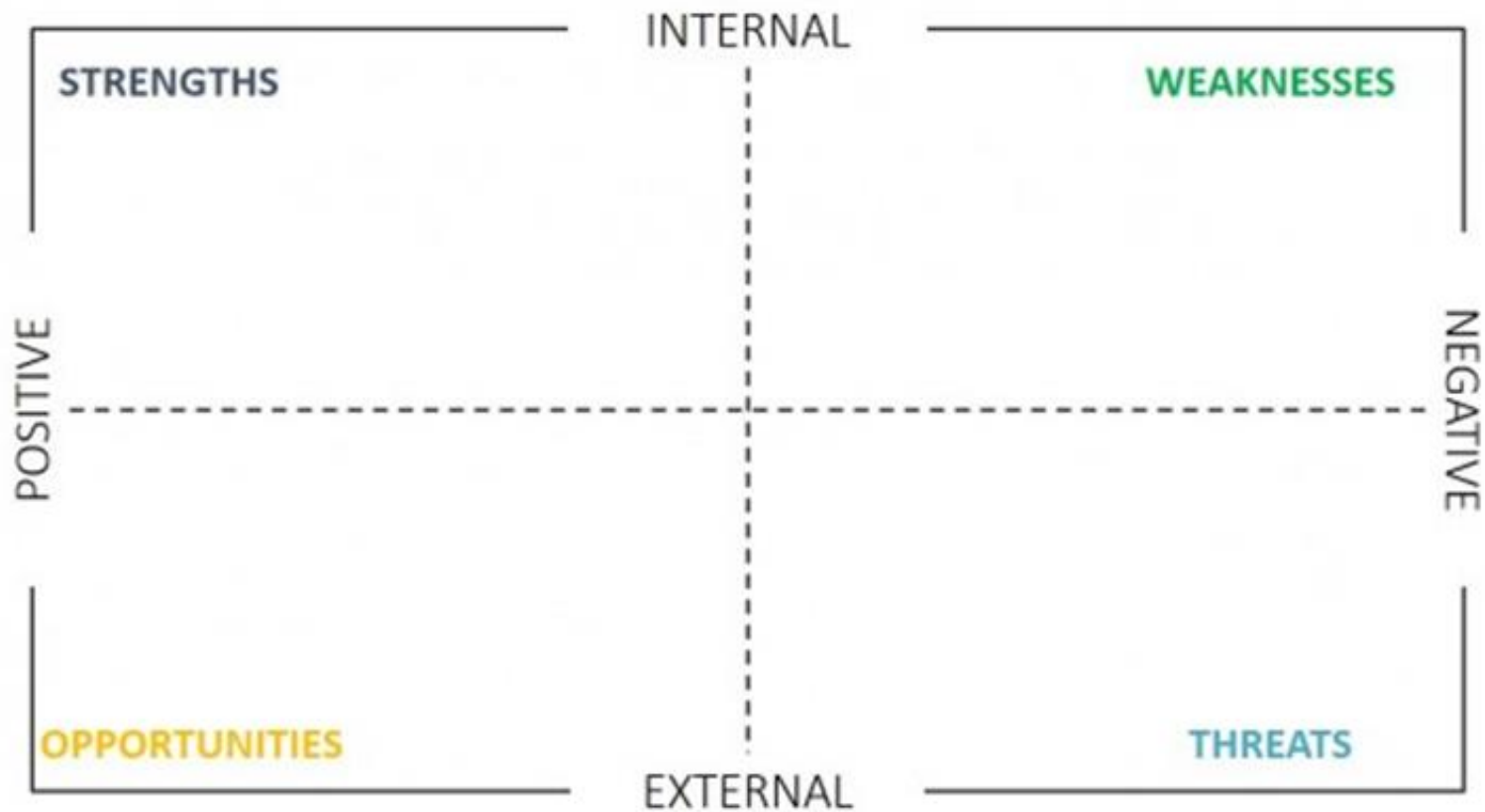
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STEP 3: SWOT ANALYSIS

S.W.O.T. analysis involve listing your organization's strengths, weaknesses, opportunities, and threats. Think about what this means in terms of your communications priorities. How can threats be turned into opportunities? How can you play on your strengths through effective communications?

SWOT Analysis Resource Tools:

https://www.mindtools.com/pages/article/newTMC_05.htm



HEALTHY START GRANTEE 2016 COMMUNICATIONS AND OUTREACH TOOLKIT

STEP 4: IDENTIFY YOUR TARGET AUDIENCE

Who are your target audiences? How do they like to receive information? What are their beliefs about Healthy start, and whom do they trust? It is important to understand how perspectives and needs may differ among your audiences. Knowing who your audience is makes it possible to plan your communication logically.

First, choose which key audience your message will focus on. You will need different messages for different groups and different channels and methods to reach each of those groups. Next, consider whether you should direct your communication to those whose behavior, knowledge, or condition you hope to affect, or whether your communication needs to be indirect. Sometimes, for instance, in order to influence a population, you have to aim your message at those to whom your audience listens to – clergy, community leaders, and politicians, etc. Sometimes it is evident who your priority audience should be but if you need a tool and a process then use the one below.

Potential HS Target Audiences: Goals are specific to target audiences;

Target Audience Tool #1

Audience	Communication Goal

Target Audience Tool #2

HEALTHY START GRANTEE 2016 COMMUNICATIONS AND OUTREACH TOOLKIT

This tool walks you through three action steps to prioritize your target audiences.

Action 1: Complete the list below and rank each “audience” in terms of their importance to your work (not applicable, somewhat important, and critically important).

Action 2: Decide whether you have been effective or not effective at reaching out to them.

Action 3: Rank the five most critical audiences. Check the appropriate boxes.

Once you have ranked the audiences you will have a clear understanding of the target audiences you need to reach.

Target Audience Resource Tools:

Stakeholder Analysis Matrix – <http://www.tools4dev.org>

STEP 5: KEY MESSAGES

Message Development

Knowing your audience makes it possible to plan your communication logically/strategically.

First, choose which key audiences your message will focus on. You'll need different messages for different groups and may need different channels and methods to reach each. Next, create a message for each of your priority audiences. That identifies the issue and desired action. Repeat this process for each target audience identified. Remember to make it relevant and worthwhile to the audience and provide an action step that they can take. Make sure the message is balanced between what you want the audience to know and what the audience wants to know.

HEALTHY START GRANTEE 2016 COMMUNICATIONS AND OUTREACH TOOLKIT

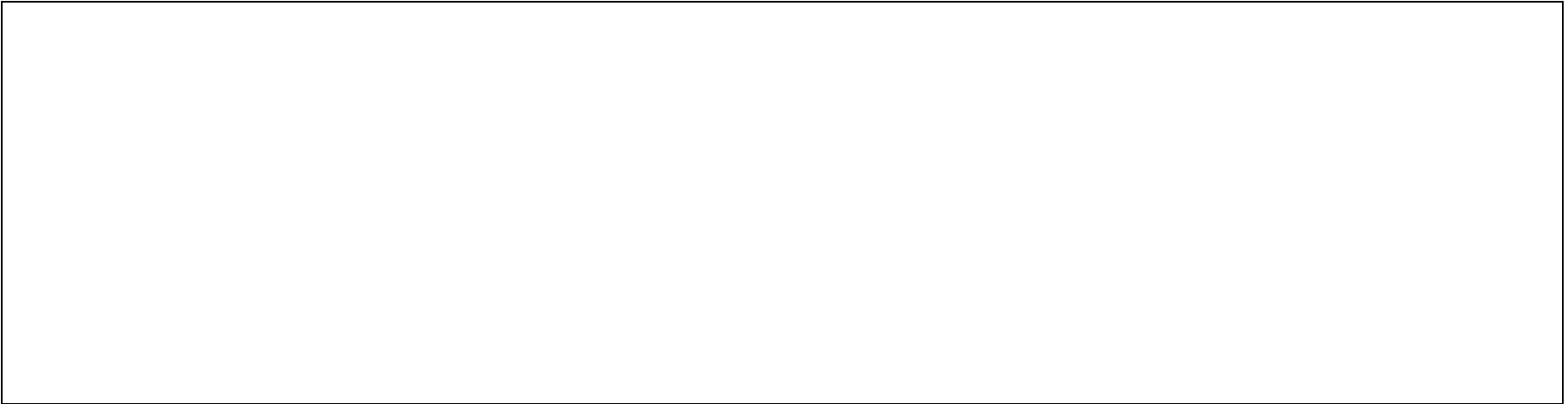
Fill in the items below:

TARGET AUDIENCE:

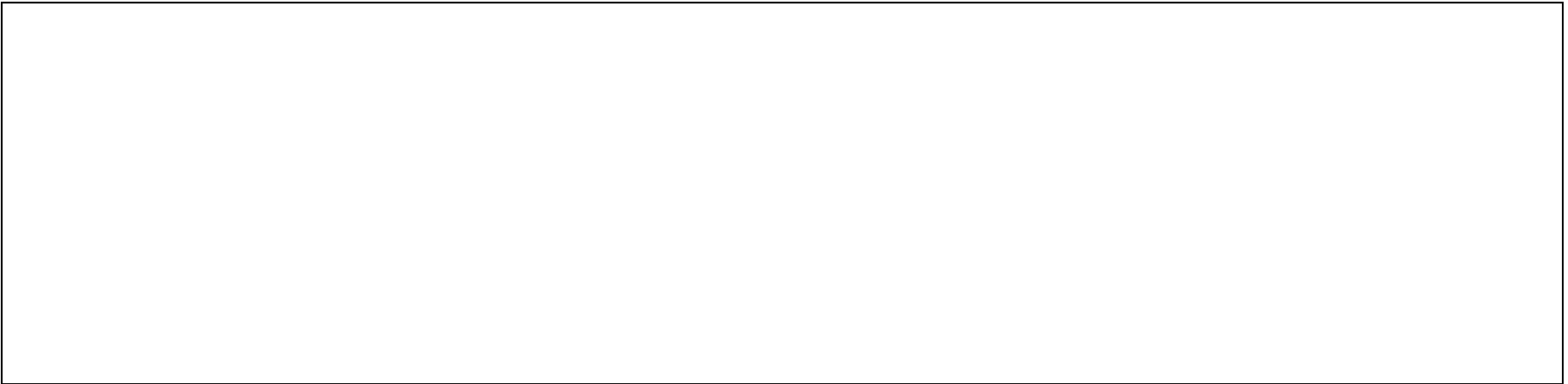
DESIRED ACTION:

HEALTHY START GRANTEE 2016 COMMUNICATIONS AND OUTREACH TOOLKIT

PART 1 (THE ISSUE)



PART 2 (WHY YOUR AUDIENCE SHOULD CARE)



Worksheet developed by Dr. Joseph Telfair and Dr. Virginia Brown at the University of North Carolina at Greensboro Center for Social Community and Health Research and Evaluation

HEALTHY START GRANTEE 2016 COMMUNICATIONS AND OUTREACH TOOLKIT

STEP 6: COMMUNICATION CHANNELS

Consider all the possible venues for outreach, and select the options that make the most sense for this message and its audience. For parents, an ad or an article in the school bulletin may be more effective than a similar placement in the local newspaper because it targets parents specifically.

Example: The communication channels outlined in the work plan were chosen to:

- Increase HS brand visibility
- Brand HS as a leader in perinatal health and reduction of infant mortality
- Coordinate message dissemination

The following Communication Channels have been identified

Goal:							
Key Message							
Target Audiences	Communication Channels						
	Web	Events	Email	Social Media	Paid Media	Direct Mail	Public Relations (PR)
Potential HS Participants							
Community							
Stakeholders: MCH partners, legislators, state etc.							

STEP 7: TIMELINE

Choose your timeline based on your resources such as staffing, budget, access to target audience for message testing. Your overall communication plan should have a timeframe and each of your S.M.A.R.T. objectives will have timeframes. All identified activities should have timeframes, please see section [V. B, STEP 2](#) for S.M.A.R.T. Goals guidance and resources.

HEALTHY START GRANTEE 2016 COMMUNICATIONS AND OUTREACH TOOLKIT

STEP 8: EVALUATION

The Evaluation Plan outlines what, why, how, and when you will evaluate and provides documentation of your implementation efforts/process and progress. The grid below illustrates how the process or outcome of each activity may be tracked or evaluated. Evaluate and make mid-course corrections.

How will you know if your plan is working? You want to think of evaluation measures prior to starting your campaign so you have a baseline for outcomes. You want to think of evaluation measures prior to starting your campaign so you have a baseline for outcomes. It might be useful to track the number of engaged partners, new referrals from new partners, etc. before and after implementation. Based on your activity timeline you should update your evaluation planning tool.

Name of Your Program: Program Contact I: Data Contact: Timeframe for Monitoring/Evaluation Effort:						
Goals	Objectives	Tasks	Expected Outcomes	Measures (Indicators)	Final Outcomes	Data Source
Insert overall goals of the outreach effort	Insert objectives corresponding to each goal	Insert all tasks corresponding to each objective	Insert expected outcomes for the objective	Insert measures to indicate completion of task	Insert final outcomes as a result of the completed task	Insert data source used to record the task

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STEP 9: BUDGET

Create a communication and outreach budget. Leverage your resources by looking for/building on existing events where you can reach your key audience. Do you want to attend a radio show or hold a press conference? What materials (brochures, flyers, and posters) would help support this activity? A small flier might help spread your message at a PTA meeting, and a poster might be more useful at medical offices. Think about a high traffic area where your target audience might see your materials.

