

**COMMUNICATIONS PLAN**

**Overview:**

*[Brief background to the project/initiative/study why do we need to communicate.]*

**Objectives:**

*[Include the main goals of the communications plan.]*

**Target audience:**

*[Who are you trying to reach with your communications.]*

**Strategy:**

*[Keep these specific and measurable.]*

**Key messages:**

*[What messages do you want to convey? These should be concise, understandable and tailored to your audience. You should try to limit yourself to a small number of key messages to ensure your audience engages with the most important information you wish to communicate.]*

**Actions and channels:**

*[How are you going to reach your target audience, which channels will you use. You can use multiple channels for each audience]*

**Communication materials:**

*[What material will you need to communicate to your target audiences e.g. press release, patient information sheet, tweets, leaflets]*

**Schedule:**

*[Suggest a time line for each action in the communications plan.]*

**Evaluation:**

*[How are you going to evaluate the effectiveness of communications.]*

**Other considerations**

**Challenges:**

*[Factor in any risks or sensitivities and plan a response to these.]*

**Interdependencies:**

*[Think about colleagues who might be communicating the same, or a related, message and other activities that link to your work. A ‘stakeholder matrix’ may be helpful.]*

**Budget:**

*[What budget is needed to achieve the comms plan.]*

**Responsibilities:**

*[Assign responsibilities for each task and make sure everyone is aware.]*

**Communication phases:**

*[Adapting the communications plan for different phases of the project: launch, sustain and spread]*

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| **AUDIENCE** | **KEY MESSAGES** | **ACTIONS/**  **CHANNEL** | **COMMUNICATION MATERIAL** | **RESPONSIBILITY** | **SCHEDULE** | **BUDGET** | **EVALUATION** |
| Who are your main audiences? | What do you want them to do, know, feel? | How to deliver your message. Consider different channels for your audiences. Use several channels to get the messages across. | What information will you need and in what format. | Assign responsibility for the task including who signs-off? | Target completion date and actual completion date. |  | Tools for measuring effectiveness – if appropriate. |
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