

WORKSHEET F: My Communications Plan

Your communications plan is a bird's-eye view of your overall communications efforts and the decisions that you've made along the way. Use this worksheet to give your coalition members and others an overall snapshot of how your communications campaign will support your prevention strategy or strategies.

Once you've completed Worksheets A through E, each of which corresponds to a section in this toolkit, compile all the decisions that you've made into this worksheet, your communications plan.

	RESPONSE
<p>Prevention Strategy to Support What prevention strategy or strategies will your communications campaign support? <i>(use the information from your logic model and Worksheet A)</i></p>	
<p>Audience Who is your intended audience? <i>(use the information from Worksheet B)</i></p>	
<p>Message What is your message? <i>(use the information from Worksheet C)</i></p>	
<p>Implementation Strategy/Channel What is your communications channel and approach? <i>(use the information from Worksheet D)</i></p>	
<p>Evaluation What will be your measures of success? <i>(use the information from Worksheet E)</i></p>	