

Creating a Communication Plan

PURPOSE

This tool outlines some steps to take when you create a communication plan.



ADDITIONAL RESOURCES

LEARNING MODULE:

- [Module 10: Creating a Community-Wide Communication Plan](#)

WORKSHEETS:

- [Communication Plan Example and Templates](#)
- [Communication Assessment Example](#)

Creating a Communication Plan

Here are some steps to take when you create a communication plan.

Convene a communication workgroup.

*Collect new data and/or review existing data.
You can find data in:*

- Needs assessments
- Landscape analyses (Tool)
- Parent support survey (Tool)
- Local reports and partner resources

This is not an exhaustive list. Each community is different in terms of data, resources, and capacity.

*Determine communication priorities and audiences.
Align this with regional goals as appropriate and feasible.*

Create your plan. (Tool)

- Keep in mind equity considerations. Here are some tools that can help inform an equitable process (tool 1) (tool 2).
- Data weaknesses or how representative data may be
- Your budget
- Your available resources, including FTE and existing team skills related to communication and monitoring

Implement your plan according to the process and timing outlined in your plan.

Monitor and review regularly to make decisions around reach and impact.

Adjust plan as needed – strategies, timing, etc.