# Worksheet 8: Communication Plan

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

1. **Who is your audience/s?** *(Be specific: age, race/ethnicity, gender, sexual orientation, location, student groups, faculty, staff)*
2. **What action do you want your audience to take?** *(Example: walk to class or work on Mondays for the month of September)*
3. **What is the benefit of doing this action?** *(Example: cardiovascular health, obesity prevention improved fitness, reduced air pollution)*
4. **Identify Barriers to completing this action.** *(Example: Class and work schedules leave little time for new activities)*
5. **What are three key messages?** *(Example: Start your week off with physical activity — joyful attention to nature, connect with a colleague or friend, save money on transportation)*
6. **What type(s) of communication channels will be used to reach the target audience?** *(Example: radio, campus emails, campus newspaper, social networking sites, word of mouth)* ***Determine what will meet your organization’s needs?*** *(Example: low-cost, frequent use by audience)*
7. **How will the communication plan be evaluated for effectiveness? How will the committee communicate the results?**

**Adapted from material in the public domain:**U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion. (n.d.). Healthy People 2020 Program Planning Tools. Retrieved June 2012, from http://www.healthypeople.gov.

**Original source:**
Public Health Foundation, under contract with the Office of Disease Prevention and Health Promotion, Office of Public Health and Science, U.S. Department of Health and Human Services*.* (2002, February). *Healthy People 2010 Toolkit: A Field Guide to Health Planning* (p. 46). Washington, DC: Public Health Foundation.

**National Cancer Institute.** (2001). *Making Health Communication Programs Work* (The Pink Book) (p. 179). Bethesda, MD: National Cancer Institute.



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