**COMMUNICATION PLAN**

1. **Whom do you want to reach with your message?** (Be specific: age, race/ethnicity, gender, sexual orientation, location, student groups, faculty, staff)

1. **What do you want your audience to do?** (Example: walk to class or work on Mondays for the month of September)

1. **What is the benefit of doing this action?** (Example: cardiovascular health, obesity prevention improved fitness, reduced air pollution)

1. **Why might it be hard for people to do it?** (Example: Class and work schedules leave little time for new activities)

1. **What is the single key message you want to get across?** (Example: Start your week off with physical activity—together, we can take care of our health and our campus!)

1. **What type(s) of media will you use to reach your target audience?** (Example: radio, campus emails, campus newspaper, social networking sites, word of mouth) What is the benefit of each? (Example: low-cost, frequent use by audience)

1. **How will the communication plan be evaluated for effectiveness?**

**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.