Framework/Model of Strategic Communication

Meeting Communication Needs at Each Step to Behavior Change through the Seven Cs of Effective Communication

- **Influential People**
  - Mobilize Communities
  - Strengthen Programs
  - Build Capacity
  - Generate Resources

- **Seven Cs of Communication**
  - Consistency counts (Create confidence to speak out)
  - Call to action
  - Convey a benefit
  - Cater to heart & head
  - Create trust
  - Clarify the message
  - Command attention

- **Clients**
  - 1. Knowledge
  - 2. Approval
  - 3. Intention
  - 4. Practice
  - 5. Advocacy

- **Steps to Behavior Change**

- **Service Providers**
  - Promote image and trust
  - Coordinate communication and service activities to enhance customers’ opportunities for action
  - Train providers to become effective communicators

- **Feedback**