



Communication Strategy Outline

I. Analysis of the Situation

- A. Purpose (Health situation that the program is trying to improve)
- B. Key Health Issue (Behavior or change that needs to occur to improve the health situation)
- C. Context (Strengths, Weaknesses, Opportunities, and Threats [SWOT] that affect the health situation)
- D. Gaps in information available to the program planners and to the audience that limit the program's ability to develop sound strategy. These gaps will be addressed through research in preparation for executing the strategy
- E. Formative Research (New information that will address the gaps identified above)

II. Communication Strategy

- F. Audiences (Primary, secondary and/or influencing audiences)
- G. Objectives
- H. Positioning and Long-Term Identity
- I. Strategic Approach
- J. Key Message Points
- K. Channels and Tools

III. Management Considerations

- A. Partner Roles and Responsibilities
- B. Timeline for Strategy Implementation
- C. Budget
- D. Monitoring Plan

IV. Evaluation—Tracking Progress and Evaluating Impact