

3.1.1 COMMUNICATION PLAN TEMPLATE – EXAMPLE

This completed example illustrates how a community might use the Communication Plan Template. It is provided for guidance only and may be adapted based on community size, capacity, and priorities.

COMMUNICATION GOALS (EXAMPLE)

Increase community awareness of brain health and available dementia caregiver support.

TARGET AUDIENCES (EXAMPLE)

Older adults, family caregivers, community partners, and the public.

KEY MESSAGES (EXAMPLE)

- Brain health can be supported at any age.
- Dementia is not a normal part of aging.
- Support and resources are available for caregivers.

CHANNELS & TIMING (EXAMPLE)

Communication channels:

- Community newsletters
- Social media (Facebook)
- Local newspaper
- Community bulletin boards

Timeline:

January–June 2026

EVALUATION (EXAMPLE)

Success will be measured by attendance at events, number of resource requests, and partner feedback.

COMMUNICATION OVERVIEW (EXAMPLE)

Goal	HBI Action Area	Lead	Timeline	Audience
Increase awareness of brain health	Public education & awareness	Outreach Coordinator	Jan–Jun 2026	General public

AUDIENCE, MESSAGES & CHANNELS (EXAMPLE)

Target Audience	Key Message	Channel	Frequency
Older adults	Brain health tips and warning signs	Library programs, newsletters	Monthly
Caregivers	Support resources available	Email, support groups	Quarterly

EVALUATION METRICS (EXAMPLE)

Metric	Data Source	Notes
Event attendance	Sign-in sheets	Track trends over time