

### 3.1 COMMUNICATION PLAN TEMPLATE

Use this template to plan outreach and communication activities.

#### COMMUNICATION GOALS

What is the goal of your communication?

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#### TARGET AUDIENCES

Who do you want to reach?

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#### KEY MESSAGES

Primary message(s):

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#### CHANNELS & TIMING

Communication channels:

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Timeline:

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#### EVALUATION

How will success be measured?

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## COMMUNICATION OVERVIEW

| Goal | HBI Action Area | Lead | Timeline |
|------|-----------------|------|----------|
|      |                 |      |          |

## AUDIENCE, MESSAGES &amp; CHANNELS (HBI: DISSEMINATE EVIDENCE-INFORMED MESSAGING)

| Target Audience | Key Message | Channel | Frequency |
|-----------------|-------------|---------|-----------|
|                 |             |         |           |
|                 |             |         |           |

## EVALUATION

| Metric | Data Source | Notes |
|--------|-------------|-------|
|        |             |       |
|        |             |       |