

# Communications Planning Template for MIECHV Awardee Home Visiting Programs



Strategic Communications Plan for:

Date:

Date of next planned revision:

Staff involved with creating current plan:

What is working well in your current communications efforts?

How do you know things are going well? How will you measure success? Include what data you will collect and how you will use this data to evaluate success:

What are your areas of need? What barriers do you have? What would you like to improve in your communications efforts?

Planned action steps to address areas of need (with estimated date of completion):

## List target audiences

Key audience:

Why are they important to us? What do they offer?

What's in it for them? What do we offer?

Main contact(s):

Key message(s) to share:

Communication goal(s) (e.g., to reach X number, to receive X responses, to improve engagement by x percent, etc.):

Planned methods, modes, tactics or approaches:

Tracking/progress notes:

## List target audiences (cont.)

Key audience:

Why are they important to us? What do they offer?

What's in it for them? What do we offer?

Main contact(s):

Key message(s) to share:

Communication goal(s) (e.g., to reach X number, to receive X responses, to improve engagement by x percent, etc.):

Planned methods, modes, tactics or approaches:

Tracking/progress notes:

Key audience:

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Planned methods, modes, tactics or approaches:

Tracking/progress notes:

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