# Communications plan template

****Background****

|  |  |
| --- | --- |
| Context | |
| **Background** | *Outline the background to the project and any relevant history.* |
| **Overall project objectives** | *What is the project hoping to understand more about, what behaviour changes its seeking to make or what policies will it influence?* |
| **Comms objectives** | *How communications will help achieve the project’s objectives* |

|  |  |
| --- | --- |
| Key messages | |
| **Short proposal** |  |
| **Why?** |  |
| **Final proposal (more detailed)** |  |

****Audiences****

|  |  |  |  |
| --- | --- | --- | --- |
| Type | Details | Key messages | Think / Feel / Do |
| **Researchers and academics** |  |  |  |
| **Community organisations** |  |  |  |
| **Healthcare system** |  |  |  |

**Tactics**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Content | Audiences | Messaging | Timings | Evaluation |
| **Blogpost – here’s what we’ve learnt / here’s what we’re doing** |  |  |  |  |
| **Learning / Research skills seminar – for researchers / academics** |  |  |  |  |
| **Workshop at conference** |  |  |  |  |
| **Infographic** |  |  |  |  |