Use this template to create a communication plan for your Healthy People initiative. Identify your audience and message(s) ahead of time. Be as specific as possible. Then make sure community partners and coalition members have a copy of your plan—this will help everyone stay on message.

1. **Whom do you want to reach with your message?** *(Be specific: age, race/ethnicity, gender, sexual orientation, location, employment status, limited-English proficiency)*

   ____________________________________________________________________________
   ____________________________________________________________________________

2. **What do you want your audience to do?** *(Example: walk to work or school on Mondays for the month of May)*

   ____________________________________________________________________________
   ____________________________________________________________________________

3. **What is the benefit of doing this action?** *(Example: cardiovascular health, obesity prevention, fewer cars on the road . . .)*

   ____________________________________________________________________________
   ____________________________________________________________________________

4. **Why might it be hard for people to do it?** *(Example: they have to plan ahead)*

   ____________________________________________________________________________
5. **What is the single, key message you want to get across?** *(Example: Start your week off with physical activity—together, we can take care of our health and our community!)*

___________________________________________________________________________

___________________________________________________________________________

6. **What type(s) of media will you use to reach your target audience?** *(Example: radio, Internet, print, point-of-purchase, word of mouth) What is the benefit of each?* *(Example: low-cost, frequent use by audience)*

___________________________________________________________________________

___________________________________________________________________________

**Source**

Adapted from *Making Health Communication Programs Work* (The Pink Book). Developed by the National Cancer Institute (p. 179), 2001.