Change and Implementation in Practice



Communication Plan Template



Use this template to build a communication plan for your change effort. Detailed step-by-step instructions are available in <u>Change and Implementation in</u> <u>Practice: Communications Planning</u>.

Step 1. Describe Your Change

TITLE: _____

WHY – Describe the reasons why your agency is undergoing this change or intervention.	WHAT – Describe the system change or a new or adapted program, policy, process, or other intervention your team is working on.

Step 2. Set Communication Goals

2: COMMUNICATION GOALS – Outline the specific outcomes your team hopes to achieve as a result of your communication efforts.

Steps 3 and 4. Identify Your Audiences and Organize Into Waves

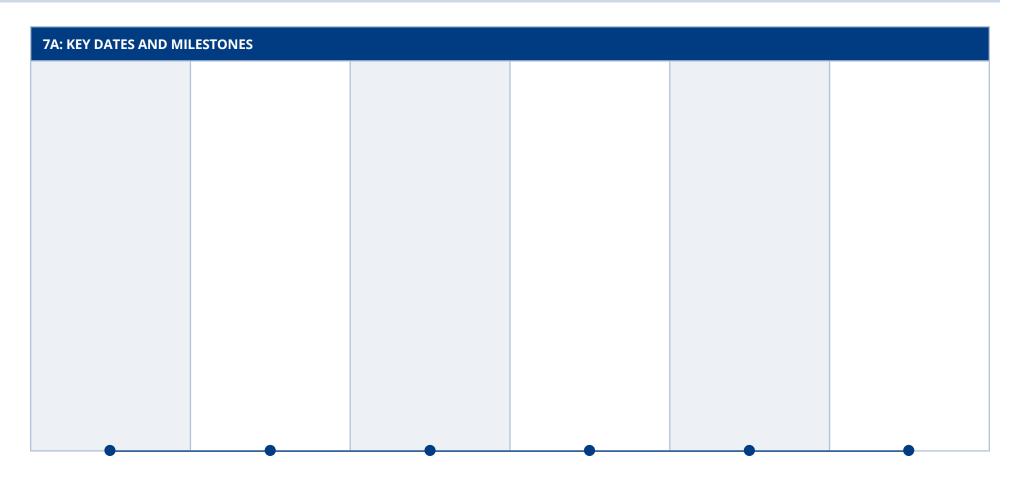
3A: AUDIENCE	3B: AUDIENCE INTERESTS AND CONCERNS	3C: COMMUNICATION PREFERENCES AND NOTES	4: AUDIENCE WAVE (FIRST, SECOND, THIRD)

Step 5. Develop Key Messages

5A: AUDIENCE GROUPS – List audience based on how you sorted them in Step 4.	5B: KEY MESSAGES – Consider the audience needs and interests your team identified in Step 3B and refine those ideas into messages for each audience group.
First Wave:	
Second Wave:	
Third Wave:	

Step 6. Determine Communication Strategies

6A: STRATEGIES	6B: STRATEGY DESCRIPTION AND DELIVERABLES	6C: AUDIENCE GROUP	6D: PERSON(S) RESPONSIBLE	6E: REVIEWER(S)	6F: FREQUENCY



7B: KEY DATES OR MILESTONES OF OTHER INITIATIVES TO BE AWARE OF

Step 8. Define Your Measures of Success

8A: RESTATE COMMUNICATION GOAL	8B: DEFINE MEASURE(S) OF SUCCESS AND WAYS TO MONITOR	8C: NOTES FOR IMPLEMENTATION

For More Information

For more detailed instructions and tips on developing a communication plan for your change effort, see <u>Change and Implementation in Practice</u>: <u>Communications Planning</u>.

To find resources and tools on other Change and Implementation processes, visit the Change and Implementation in Practice series webpage.

To learn more on how the <u>Capacity Building Center for States</u> can support a public child welfare agency in preparing a communication plan and making system or practice changes to improve outcomes, contact your <u>Center for States Liaison</u> or email <u>capacityinfo@icfi.com</u>.

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