

Communication Plan Template



Use this template to build a communication plan for your change effort. Detailed step-by-step instructions are available in [Change and Implementation in Practice: Communications Planning](#).

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.

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 7. Identify Project Milestones and Engagement Opportunities

7A: KEY DATES AND MILESTONES

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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 [Change and Implementation in Practice: Communications Planning](#).

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 [Capacity Building Center for States](#) can support a public child welfare agency in preparing a communication plan and making system or practice changes to improve outcomes, contact your [Center for States Liaison](#) or email capacityinfo@icfi.com.

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