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| Name  Organization, group, topic | |
| Big Goal/End Result/Problem  What is your action/programmatic/intervention/policy goal?  Is there a specific problem you are trying to address? | |
| Audience?  Who is your most important audience? Provide title and description.  Include key insights from brainstorm. | |
| Audience Adoption: Accepted Belief 🡪 Desired Result  Based on your audience analysis – where is your audience in terms of adopting  your ultimate goal? Where do you want them to be as a result? | |
| Role of Communications  What do you want to happen as a result of your communications  – that will ultimately support reaching your end result? | |
| Reason to Care/Values  Why should they care about your topic?  What values frame the issue? | |
| Data  What data proves, supports or illuminates your message? Provide three points. | |
| Call to Action  What do you want them to do? | Presentation, tone & manner  Form factor, length, visuals, style. |

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| Name  ***ASDF Public Health Agency, Maternal and Child Health Division. Well-visit Coiin team*** | |
| Big Goal/End Result/Problem  What is your action/programmatic/intervention/policy goal?  Is there a specific problem you are trying to address?  ***Increase # of adolescents who receive a “well visit” at health clinic. Medicaid?*** | |
| Audience?  Who is your most important audience? Provide title and description.  Include key insights from brainstorm.  ***Parents of adolescents. Medicaid demographics. Geographic location.***  ***Insights: do not see necessity of “well-visit” but do believe in prevention. Value role of medical providers; confused over terminology. Busy; juggling; challenges of parenting adolescents; dominance of school system; pediatrician? What about sex? Confidentiality? Medicaid?*** | |
| Audience Adoption: Accepted Belief 🡪 Desired Result  Based on your audience analysis – where is your audience in terms of adopting  your ultimate goal? Where do you want them to be as a result?  ***Accepts/bought into need for relationship with clinician;  not aware that standard is annual visit, not sure of value/priority status.*** | |
| Role of Communications  What do you want to happen as a result of your communications  – that will ultimately support reaching your end result?  ***Examples: Demonstrate value of ANNUAL visit***  ***Increase awareness of ANNUAL standard (MD recommended)***  ***Address audience concerns re: annual visit (cost)*** | |
| Reason to Care/Values  Why should they care about your topic?  What values frame the issue?  ***Concerns: time/scheduling; not sure of / compelled by value***  ***Opportunities: values being a “good parent”; challenges of parenting adolescent*** | |
| Data  What data proves, supports or illuminates your message? Provide three points.  ***Component parts of visit? (eg: screening on X, check for scary stuff, adolescent development!) Relationship with physician? Do your duty as parent? (eg. Good health habits, etc) Address challenges of parenting teen? (eg physician as helper)*** | |
| Call to Action  What do you want them to do?  ***Be receptive to clinic outreach***  ***Schedule a visit (ambitious, needs mechanism)***  ***Engage with campaign somehow (scheduling app; information provided (like what is included)*** | Presentation, tone & manner  Form factor, length, visuals, style.  ***Professional, friendly and supportive; not blaming or alarming. Still youth empowered.*** |