

# communications strategy worksheet

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

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healthy youth development • prevention research center

# communications strategy worksheet

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)*

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<p><b>Call to Action</b> What do you want them to do? <i>Be receptive to clinic outreach</i> <i>Schedule a visit (ambitious, needs mechanism)</i></p> <p><i>Engage with campaign somehow (scheduling app; information provided (like what is included))</i></p>	<p><b>Presentation, tone &amp; manner</b> Form factor, length, visuals, style. <i>Professional, friendly and supportive; not blaming or alarming. Still youth empowered.</i></p>
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