

Communication Program Plan

Overview

Name of Program:

Sponsoring Agency:

Contact Person:

Issue or Problem to Be Addressed:

Evidence of Need (why the program is being developed):

Program Objective(s):

Communication Objective(s):

Primary intended audiences (in priority order; include pertinent characteristics and rationale):

Secondary intended audiences (in priority order with rationale):

Market Research

Market Research Plans (include pretesting):

Activities (list for each intended audience):

Messages (list for each defined market):

Materials to Be Developed/Adapted:

Materials Distribution and Program Promotion

Promotion/Materials Distribution Plan (see sample provided):

Key Tasks, Timeline, and Resources Needed (list person responsible; address fixed deadlines and required approvals):

Partnerships

Potential Partner Organizations (describe their roles):

Partnership Plan (see separate form provided):

Evaluation Plan (see separate form provided):
