**Communication Training for Comprehensive Cancer Control Professionals 101**

**Media/Communication Plan Template**

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**HOW TO USE THIS TEMPLATE:**

For a blank, fillable Microsoft Word document version of the Media/Communication Plan Template please visit: http://tinyurl.com/MediaPlanTemplate

This media/communication plan template is intended for use alone or in tandem with the:

* [*Communication Training for Comprehensive Cancer Control Professionals 101: Media Planning and Media Relations*](http://gwcehp.learnercommunity.com/cancer-institute), and/or
* *Media Planning and Media Relations Guide.*

There is not a single “correct” way to create and format a communications and media plan, but this template is an option that includes all of the critical components of a solid plan. This template can help you create a communications and media plan that:

* Serves as an actionable roadmap for your Comprehensive Cancer Control (CCC) program and coalition’s communication activities for one year, and
* Fulfills Centers for Disease Control and Prevention (CDC) National Comprehensive Cancer Control Program (NCCCP) grant reporting requirements.

To use this template to create a finished plan ready for use or submission, follow these steps:

1. Starting on the next page answer probing questions and plug in your program/coalition’s information in all **[bolded bracketed]** fields, following guidance found in the **blue boxes** throughout the template. Refer to the Appendices of the Media/Communication Plan Resource Guide, which contains a filled version of this template, if you need examples.
2. Delete the first 2 pages of this document and all **blue boxes** to update the table of contents.

If you have suggestions or comments about the template, please email us at CancerControl@gwu.edu. Our goal is to make this resource as useful as possible for CCC professionals, and we welcome your feedback.

**Acknowledgments**

The template is adapted from recommended components of a good media plan by the [Centers for Disease Control and Prevention (CDC)](https://smhs.gwu.edu/cancercontroltap/sites/cancercontroltap/files/Media%20Plan%20Guidance%20%20%2007%2008%202014.pdf). It also draws from other communication resources from CDC such as the [Division of Community Health](http://www.cdc.gov/nccdphp/dch/resources/) Communication Planning Tool and [CDCynergy “Lite”](http://www.cdc.gov/healthcommunication/cdcynergylite.html) with input and examples provided by Monique Turner, PhD, Associate Professor in the Department of Prevention and Community Health at the Milken Institute School of Public Health of the George Washington University; Indiana’s Comprehensive Cancer Control Program; and Utah’s Comprehensive Cancer Control Program.

Permission is granted to use this template for non-commercial and U.S. government purposes only.

**[Plan Title]**

**[Grant Number]**

**[Date]**

**[Point person name, title, affiliation, and contact information]**

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**Table of Contents**

This table is automatically generated. After the template’s instructional and reference pages have been deleted and all content is finalized, hover over then click on the Table of Contents and click “Update Table” to update sections and page numbers before submission or dissemination.

# Background and Justification

**[Problem Description:**

The purpose of the Background and Justification is to provide readers with a quick summary and background knowledge of the health issue, current status and activities and the goal(s) of the media plan.

Report population-level data and cite evidence to support your answers.

You may also consider including:

* A more detailed discussion of findings from assessments of community needs and assets.
* A more detailed review of evidence regarding the health issue, population, and best/promising practices.
* A discussion of theories or models of behavior change to be used.
* **What is the health problem?**
* **What is the disease burden? How severe is the problem? Who is affected and to what extent? What is the significance of the health problem? Why does it matter?**
* **What is contributing to the health problem? (Consider factors such as: policies, physical and social environments, behaviors, knowledge, attitudes, beliefs, biological factors)**
* **How addressable is the health problem? What is currently being done about the problem? What should be done to fix the problem?]**

**[Description of organization, mission, and activities in relation to the health problem:**

* **Who are the author organizations? What are these organizations doing and how are they working together?**
* **What is your organization’s mission?**
* **Refer back to the corresponding CCC strategic plan. What is the high-level goal(s) of your state’s CCC plan?]**

**[Purpose and intended use of the communications and media plan:**

* **What is the purpose of this communications and media plan? Why is it needed?**
* **Who is supposed to read the plan? What are they supposed to do with the plan?]**

**SWOT Analysis**

The SWOT analysis is a systematic assessment to help you take stock of factors that could potentially influence your communication work specifically. Complete the table including a few bullets per cell.

## SWOT Analysis

|  |  |
| --- | --- |
| STRENGTHS* [Internally, what are some strengths that will help facilitate progress?]
* [Example: Do you have a leader with really strong connections with local reporters?]
*
*
*
*
*
 | WEAKNESSES* [Internally, what are some weaknesses that are barriers to progress?]
* [Example: Do you lack a charismatic spokesperson who can speak publicly about your priority health issue?]
*
*
*
*
*
 |
| **OPPORTUNITIES*** **[Externally, what are some opportunities that could help facilitate progress?]**
* **[Example: Is there a new national focus in the news media or a recent Hollywood film that touches on the topic? Can you capitalize on the conversation to advance your media plan activities?]**
*
*
*
 | **THREATS*** **[Externally, what are some threats that could create barriers to progress?]**
* **[Example: Is there a cultural resistance to discussing the issue that will make it difficult to carry out your planned media tactics?]**
*
*
*
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*
 |

# Objectives Summary

The Objectives Summary is a concise list of all the objectives included in the plan. They should all be SMART and logically related to one another. Each unique objective should have its own number for easy cross-referencing throughout the plan. For more on developing specific, measurable, attainable, results-oriented or relevant and time-bound objectives see [**Lesson 3 of the Communication Training for Comprehensive Cancer Control Professionals 101**](http://gwcehp.learnercommunity.com/cancer-institute). List all COs, BOs and HOs in the boxes in their respective columns. Directly copy and paste relevant ones from your strategic plan. If desired, copy, paste and position arrows included on this page to show relationships between objectives. Add or remove boxes depending on how many COs, BOs and HOs you have.

**Health objectives (HO)** address changes in health indicators. HO scope covers desired health outcomes resulting from behavioral changes described in the related BOs.

**Behavioral objectives (BO)** address what you want people to do. BO scope covers desired actions resulting from the cognitive changes described in the related COs.

**Communication objectives (CO)** scope covers campaign reach and dosage, and changes in audience awareness, knowledge, perceptions, beliefs, self-efficacy (etc.) resulting from the communication campaign.

|  |  |  |
| --- | --- | --- |
| **Communication Objectives (COs)** | **Behavioral Objectives (BOs)** | **Health Objectives (HOs)** |
| CO1: Example format: **“By [INSERT date], increase the [INSERT quantity, such as percentage] of [INSERT audience] in [INSERT location] that have been exposed to messages pertaining to [INSERT topic, such as having a colonoscopy at the age of 50] from [INSERT baseline] to [INSERT target].”** | BO1: Example format: **“Increase/Decrease [INSERT behavior, such as having a colonoscopy at the age of 50] among [INSERT audience] by [INSERT quantity, such as percentage] in [INSERT location] by [INSERT date].”** | HO1: Example format: **“Increase/Decrease [INSERT health indicator, such as colorectal cancer mortality] among [INSERT target population] from [INSERT baseline] to [INSERT target] by [INSERT date].”** |
| CO2:  | BO2:  | HO2:  |
| CO3:  | BO3:  | HO3:  |

# Audience

A section on Audience is strongly recommended to provide a clear understanding and profile of your intended audience, which will inform your decisions about messages, channels, and tactics.

**[Description of your target audience:**

* **Who, specifically, is in your target audience?**
* **Who are your secondary audiences and audience subgroups?**
* **Why did you choose your target audience? (Are they most affected by the health problem, most likely to change behavior, or most able to change contributing circumstances?)**
* **What are your target audience’s values and motivations?**
* **What are your target audience’s patterns of media consumption and preferred channels of communication?**
* **What types of messages and appeals would resonate the most with your target audience?]**
* .

# Plan Tactics and Timeline

The Plan Tactics and Timeline section provides programmatic and planning details needed to successfully carry out identified strategies and activities. Copy this template section and fill one out for each of your COs.

|  |
| --- |
| COMMUNICATION OBJECTIVE 1: **[Insert text of CO1]** |
| Related Health Objective(s): **[Insert HO#s and text relevant to this CO]**Related Behavioral Objective(s): **[Insert BO#s and text relevant to this CO]** |
| Target Audience(s): **[List primary and secondary audiences. What populations are you trying to reach with your communication campaign?]** |
| Key Message(s): **[List the key messages relevant to this CO. What is the key point that must be conveyed?]** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Tactics/ Channels/ Activities | Budget and Resources | Staff responsible/ Stakeholders involved | Output/Outcome measures |
| Months 1-3[Customize with time frames that make sense for your project] | * **[List planning, implementation, or evaluation activities occurring for your tactic/channels during this time period. Tactics/ Channels: How will you get the word out? What information channels will you use? Note: the channels you include in your plan will define whether you are writing a media plan or communication plan. Activities: What steps need to happen to get the key message out using this tactic/channel and support the communication objective?]**
 | **[List material cost or resources needed for specified tactics/ channels/ activities]** | **[List point person and others responsible. Who will be lead on the activity? Which partners are involved with each activity?]** | **[List process and outcome indicators of success]** |
| Months 4-6 | *
*
 |  |  |  |
| Months 7-9 | *
*
 |  |  |  |
| Months 10-12 | *
*
 |  |  |  |

# Evaluation Plan

An Evaluation Plan is essential to understanding the process and outcomes of your communication and media activities. See the CDC’s [6 Steps to Program Evaluation](http://www.cdc.gov/eval/steps/index.htm) for further guidance. Your evaluation should be useful, feasible, ethical, and accurate.

## 1. Engage stakeholders

**[**€  **Who would have a stake in your communication and media activities? Who would have a stake in your evaluation findings?**

* **What specific role would each group of stakeholders play in the evaluation? What would each group of stakeholders be responsible for?]**

## 2. Describe the program

**[**€ **Provide a narrative description of your communication strategies to tie together information provided in your tables and other sections. What tactics did you use to deliver key messages to target audiences through selected channels to achieve COs, BOs, and HOs?**

* **What is the evidence-base behind your selected strategies? Why do you believe your strategies will lead to your anticipated outcomes? If you have a logic model, include it here.**
* **What is your current status or stage in planning and implementing your strategies?**
* **How do your communication and media strategies fit in with other ongoing activities and efforts? How do they tie in with your CCC plan goals and objectives?]**

## 3. Focus the evaluation design

**[**€ **What is the purpose of the evaluation? What does everyone wish to learn from the evaluation?**

* **List your evaluation questions.**
* **What will be the evaluation design?]**

## 4. Gather credible evidence

**[**€ **What indicators demonstrate success? What indicators will answer your evaluation questions?**

* **What sources will you use to collect data on selected indicators?**
* **How will you collect data from your selected sources? Who will collect what data? How often, and in what timeframe? What collection methods will be used?]**

## 5. Justify conclusions

**[**€ **How will data be analyzed? What analysis methods will be used?**

* **How will you and your stakeholders interpret and synthesize the data?]**

## 6. Ensure use and share lessons learned

**[**€  **How will you communicate evaluation findings to your stakeholders?**

* **How will you make sure that findings are meaningful to stakeholders? How will you encourage use of your evaluation findings and lessons learned?]**