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| --- | --- | --- | --- | --- | --- | --- |
| Topic | Audience | How | When | Messenger | Main Message Points | Person Responsible |
| \*Fill out a separate line for each topic and audience | What audience is the communication for?  If there is more than one stakeholder that should be provided information, complete a separate line for each | What method will be used to communicate? | What is the frequency or on what specific date you will the message be communicated? | Who is the best messenger given the communication’s goals? | Consider:  - What does the audience already know?  - What sensitivities should be considered?  - What is the goal of the communication? Is there a desired action/feeling? | Are there any process or message approval steps to note? |
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| **Project Title:** |  |  | **Date:** |  |

Adapted from Messaging Plan from Public Health Madison & Dane County, 2017.