COMMUNICATION PLANNING PROCESS

UNDERSTAND

Review all epidemiological, campaign, and social data to understand the nature of the outbreak and the target population.

The Communication Planning Process outlines the steps and key decisions to make when developing a communication plan. Each step has a corresponding component in this guide for reference.

For Enduring Outbreaks, the process begins with a deep analysis of the key issues affecting campaign performance in the preceding six plus months. Document the decisions you make and the information you use at each step. It will be a helpful reference and foundation for future planning.

BARRIER ANALYSIS

Identify barriers for the remaining at-risk and problem populations.

Explore each issue using the ROOT CAUSE WORKSHEET (page 7) to identify the underlying dynamics

AUDIENCE ANALYSIS

For each segment, identify barriers across stages of the journey to be addressed with communication.

AUDIENCE ANALYSIS (page 9)

COMM PLANNING WORKSHEET → **MEDIA** → **CREATIVE CONCEPT SELECTION** → **MESSAGE DEVELOPMENT**

Complete the worksheet for each individual campaign.

COMMUNICATION PLANNING WORKSHEET (page 41)

Identify the most appropriate media channels to reach each audience.

MEDIA CHANNEL SELECTION (page 44)

Select creative concepts to adapt, based on conceptual fit.

CREATIVE CONCEPTS (page 48)

Consider the communication planning worksheet and develop messages for both mass and interpersonal communication channels.

Explore AUDIENCE TYPES (page 15) for sample messages

CREATIVE DEVELOPMENT ⟷ **REVISE CREATIVE**

Test

LAUNCH

ADAPT

MEASURE ⟶ **SUCCESS**

Adapt to improve performance by updating the planning worksheet, or by creating a new worksheet.

GUIDING PRINCIPLES THREE (Global Guide, page 13)

Create measurement plans based on the planning worksheet's goal.

MEASUREMENT, MONITORING, AND EVALUATION (page 67)