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 Maintenance communication. Each step has a corresponding component in this guide for reference. Follow the steps, beginning with Understand, to systematically plan the communication necessary for your scenario. 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

Create a Maintenance communication baseline using KAP data and the SEM framework.

⊗ BARRIER ANALYSIS (page 5)

AUDIENCE ANALYSIS

In this step, identify and describe the opportunities for improvement from the KAP baseline by audience and SEM level.

👥 AUDIENCE ANALYSIS (page 9)

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

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

👥 Explore AUDIENCE TYPES (page 14) for sample messages.

Complete the worksheet for each individual campaign.

📄 COMMUNICATION PLANNING WORKSHEET (page 25)

Identify the most appropriate media channels to reach each audience.

📺 MEDIA CHANNEL SELECTION (page 28)

Select creative concepts to adapt, based on conceptual fit.

💡 CREATIVE CONCEPTS (page 32)

CREATIVE DEVELOPMENT ⟷ **REVISE CREATIVE**

Test

ADAPT ←

LAUNCH

MEASURE ⟶ **SUCCESS**

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

🧭 GUIDING PRINCIPLES THREE (page Global Guide, page 13)

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

📏 MEASUREMENT, MONITORING, AND EVALUATION (page 47)