


# Instructions: Policy Change Outreach and Communication Planning Template

**1.** Before developing your communications plan, you will have already identified your policy goal. List your policy goal here.

**2.** Write your communication objective(s) here. These objectives are “top level” statements that encompass the intended goal of this communication plan. In other words, if this communication plan is successful, what will your audiences understand, believe and do as result.

**Policy Change Outreach and Communication Planning Template**



**Policy Goal:**  
**Communication Objective:**

Audience (from Audience Map)	Values	Current connected outreach efforts (tribal, county, region, state, national)	Message (story)	Target Date	Action plan number
					1
					2
					3
					4
					5
					6



**3.** In a separate exercise, identify your audiences and their values. There are various ways to do this. Ultimately, this boils down to the key decision makers and influences deciding on your policy (audience) and what will motivate them to support your proposed policy change (values). Transfer that information to this plan.

**4.** Research current outreach efforts happening in your area that you can tap in to support your messages. Linking with current state-level campaigns is an important way to increase your reach. Also, think about other counties and tribes educational campaigns.

**6.** Now that you have the top level details of your plan, create a detailed action plan for each audience. Use the action plan template with the corresponding number.

**5.** Carefully consider each message (story) that you will use to motivate your audiences to support your policy change. Stories **must** be based on how your policy change speaks to the values of your audience. Input messages/stories here.

# Instructions: Communications Action Plan

**1.** **Carefully** think through the best messenger for each message. Even the most compelling message delivered by the “wrong” messenger will fail. Who does this audience trust? Who do they relate to? Find a messenger who is trusted and respected by your audience.

**2.** Determine and outline how you will deliver your message. Will it be delivered in an in-person meeting, through the media, or through email blasts? Keep in mind that delivering the same messages through multiple modes & methods is ideal. This repetition can be called “Touches.”

**Action Plan 1**

Messenger	Mode/Tools	Date(s)	Desired Outcome	Outcome	Follow-up
Touch 1					
Touch 2					
Touch 3					

**3.** Input the date whereby the touch will ideally happen. Timing outreach is especially important when there is a specific date (such as a hearing or vote) whereby decision makers will decide on your policy. Other considerations include connections with other outreach efforts and key events, media hooks (other events such as The Great American Smokeout) that will increase media interest, and the rolling out of all the messages of your educational outreach campaign

**5.** Use the planning tool to keep track of actual outcomes of outreach and to note any follow-up that needs to happen as a result outreach touches. At regular intervals, review your entire plan and make adjustments based on progress in reaching and motivating audiences.







**4.** Decide and input what you want to happen as a result of each Touch. Simple outcomes such as “Willingness to learn more” or “positive exposure to issue” are examples of desirable outcomes. Ultimately, expressed support for policy change is a desired outcome.

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**Communication Objective:**

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					1
					2
					3
					4
					5
					6



# Detailed Outreach and Education Action Plan

## Action Plan 1

Messenger	Mode/Tools	Date(s)	Desired Outcome	Outcome	Follow-up
Touch 1					
Touch 2					
Touch 3					

## Action Plan 1 (continued)

Messenger	Mode/Tools	Date(s)	Desired Outcome	Outcome	Follow-up
Touch 4					
Touch 5					
Touch 6					
Touch 7					