






# Three Phase Communications Plan

[www.OpenAndSafeSchools.org/communications](http://www.OpenAndSafeSchools.org/communications)

<b>POOLED TESTING LAUNCH DAY: _____</b>		<b>Scheduled</b>
<b>Phase 1: Before Launch</b>		
	<b>2 weeks before launch day</b>	
	Host webinar for school leaders, teachers, and staff	
	Host webinar for parents and caregivers	
	Create webpage / send detailed email with program basics	
	Identify program champions within your district or program	
<b>Phase 2: Launching the Program</b>		
	<b>1 week before launch day &amp; first week of launch</b>	
	Send introductory email communications to families & staff	
	Post on social media platforms	
	Principals/Directors send school or site specific communications	
<b>Phase 3: After Launch</b>		
	<b>1 week after launch day &amp; moving forward</b>	
	Send or post a communication 1-2 times per week to update on program, share results, and increase participation	
	2 weeks post launch: host another webinar for school community	
	Organize phone campaign to increase program participation	