# Three Phase Communications Plan

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

<table>
<thead>
<tr>
<th>POOLED TESTING LAUNCH DAY: ________________</th>
<th>Scheduled</th>
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## Phase 1: Before Launch

- **2 weeks before launch day**
  - 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

## Phase 2: Launching the Program

- **1 week before launch day & first week of launch**
  - Send introductory email communications to families & staff
  - Post on social media platforms
  - Principals/Directors send school or site specific communications

## Phase 3: After Launch

- **1 week after launch day & moving forward**
  - 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

Visit openandsafeschools.org for more resources