WORKSHEETS AND TEMPLATES

Worksheet 1: Creating a Communications Plan—Sample

Project Goal: Provide an evidence-based teen pregnancy prevention program to 2,000 youth in the community.

COMMUNICATION GOAL

 Motivate the business community to provide financial support to an after school teen Pregnancy Prevention Program.

TARGET AUDIENCE

· Business leaders in the community.

COMMUNICATION / DISSEMINATION CHANNEL

- News media: newspapers, community-specific business publications.
- · Social media: Facebook and Twitter announcements, Facebook ads.

KEY MESSAGES

- · Preventing teen pregnancy helps improve graduation rates.
- Reducing teen Pregnancy rates can improve the health and wellbeing of children in our community.
- · Reducing teen Pregnancy can save our community x dollars.
- · Your contribution can provide an effective teen pregnancy prevention program for x number of kids.

SUPPORTING PROGRAM DATA

- · Number of kids in your program
- Appropriate pre- and post-test results (i.e. changes in attitudes, etc.)
- Stories about the impact of the program (from facilitators, parents, or youth themselves)

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COMMUNICATION GOAL	
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KEY MESSAGES	
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