

7-6

Creating Part Three of Your Action Plan: Communications Strategy

In Task 7-2 and Task 7-5, you assembled and developed parts one and two of your Community Action Plan. However, if no one outside of your research team knows about your plan, can it make an impact? No way! Next, you will need to develop a plan to creatively communicate your action plan with your community.

There are many possible ways you can communicate with your community. Be creative!

Objective



In this task, the team will assemble the third part of your action plan. This part involves creating a communications strategy to communicate your plan to others. **This analysis will help the team better understand the following question from the question map in Task 1-10:**

- **What are ways we can share and communicate our action plan with the local community?**

1. Go to the Task 7-6 folder to read the details for Creating Part Three of Your Action Plan: Communications Strategy.



2. Read through the details plan again as a team. Ask questions about any parts that are not clear. Remember, don't worry!
3. Use all the work you have completed throughout Parts 1 through 6 to assemble and organize this part of your Community Action Plan.

Hooray! You completed Task 7-6. Check it off the task list. *Go to Task 7-7!*





Task 7-6. Creating Part Three of Your Action Plan: Communications Strategy

The team will continue developing your action plan. Overall, this action plan will outline how you will address and communicate the problem question: *How do we ensure good nutrition for all?*

The Community Action Plan will have three parts. Tasks 7-2 to 7-6 will help you complete each part of the plan.

1. Task 7-2: Research Area Background, including all the evidence you have collected (This part involves organizing what you have already done during your research.)
2. Task 7-3: Targeting an Issue for Action (This part involves figuring out what issue in your community you would like to focus your action plan on addressing.)
3. Task 7-4: Brainstorming Action Options (This part involves brainstorming a variety of actions you and your team can build your action plan around.)
4. Task 7-5: Setting Action Goals (This part involves figuring out and deciding on what actions you or your team would like to take and setting goals for taking those actions.)
5. Task 7-6: Communications Strategy (This part involves figuring out how you will communicate to other people about your research and your action plan.)

Task 7-6 focuses on creating a communications strategy for the Community Action Plan. This part involves communicating all parts of your plan with your community. Complete the following, based on the research and action goals you have worked on.

If no one outside of your research team knows about your plan, can it make an impact? Of course not! You will need to develop a plan to creatively communicate parts of your action plan to your community. Make sure you include social, ethical, environmental, and economic perspectives on the problem your action plan is working to address. How will you educate others about your evidence, claims, decisions, and action goals?

Be creative. For example, this plan might include:

- Making posters or art projects to communicate parts of your plan.
- Writing a song or a one-act play to communicate parts of your plan.
- Writing and recording a public service announcement (audio or video) to communicate parts of your plan.
- Creating a social media campaign to communicate parts of your plan.
- Speaking at a public event about the issue and your action plan.
- Come up with your own ideas!





Before you select and develop your communications strategy, think about the following:

- What is your primary communications goal?
- With whom do you want to communicate? Who are your targeted audiences?
- What do you know about the audience(s) you want to communicate with?
- What more should you learn about the audience(s) or consider before developing your communications strategy?
- What are the benefits of your action plan that you believe are of interest to your target audience(s)?
- What are the key messages you would like to convey to your audience(s)?
- What communication tools would best help you accomplish your goal with the target audience(s)? For example:
 - Newspaper items
 - Online strategies
 - Mail
 - Publications
 - Public speaking
 - Public events
 - Advertising
- What kind of financial and human resources do you have to accomplish your communications strategy?

Each team should consider the following when developing their communications strategy:

- Present social, ethical, environmental, and economic considerations for the audience.
- Support all claims with evidence (data and statistics, expert opinions, personal and secondhand experience).
- Support all suggested actions using claims that are supported by data and evidence.
- Clearly explain, demonstrate, and show all aspects of your action goals.
- Clearly outline how the plan will be monitored for effectiveness over time. Discuss how the plan can be adjusted if it is not working or needs to be improved.

Using all of this information, select and develop your communications strategy. Use the following sheet to help guide the development process.



