

Why?	To Whom?	What Evidence?	
❑ To increase awareness, knowledge and understanding. <i>(What)</i> ❑ To increase the degree of importance attached to an issue and the perceived necessity for action. <i>(So What)</i> ❑ To increase activity, funding, and/or policies directed towards producing change. <i>(Now What)</i> Notes:	❑ Elected official ❑ Policy/program staff, political aides ❑ Funder ❑ Management ❑ Community, consumers, etc. ❑ Lobby groups, organizations ❑ Health promotion professionals ❑ Media ❑ Other (specify) Notes:	That's What...The issue is: ❑ Clear and detailed. ❑ Reflects consensus (not too controversial). ❑ Relevant to this place and time. ❑ Not intractable. So What ...The issue is: ❑ Timely. ❑ Growing. ❑ A burden in social and economic terms. ❑ Of public concern. ❑ Of concern to credible stakeholders. Now What...Solutions should be: ❑ Linked with the identified problems. ❑ Clearly explained, straightforward and simple. ❑ Technically accurate (proven, cost effective). Notes:	Types ❑ Polling/survey data ❑ Community health status indicators ❑ Community story/testimonial ❑ Policy vision documents ❑ Case study ❑ Evaluation report (process-outcome data) ❑ Research report (experimental or quasi-experimental data) ❑ Cost-benefit/cost-effectiveness study ❑ Meta-analysis ❑ 'Best practices' syntheses and guidelines Sources ❑ Polling companies, news reports, website ❑ Health status indicators report, websites ❑ Key community spokespersons ❑ Journals and magazines

When/Where/How?		By Whom?		How Well?
Media ☐ Print (reports; pamphlets) ☐ Radio; television; newspapers; new media ☐ Letters, mailing, petitions ☐ Displays	Interpersonal communication ☐ Conference presentations ☐ Deputations, consultations ☐ Meetings	Key Identity Elements ☐ How you act ☐ Vision ☐ Mission ☐ Positioning Statement or Copy Platform ☐ Name ☐ Logo ☐ Images ☐ Other Considerations	Choice of Spokesperson ☐ Celebrity ☐ Public official ☐ Expert specialist ☐ Organization leader ☐ Professional performer ☐ Ordinary real person ☐ Specially experienced person (e.g., victim, survivor) ☐ Unique character (e.g., animated or costumed).	Formative assessment of planning. ☐ What does your audience think about your priority issue? ☐ What is the most effective way to reach your audience? Process assessment of implementation. ☐ What happened? ☐ Was the case implemented as planned? If not, what changes were made? Summative assessment of results. ☐ Was there change related to objectives? (E.g., awareness, knowledge, attitudes, actions, policies initiated or revised).
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