

The Twelve Steps to Developing a Health Communication Campaign

	1 Project Management	2 Health Promotion Strategy	3 Audience Analysis	4 Communication Inventory	5 Outcome Objectives	6 Channels and Vehicles
	<p><i>Develop plan to manage stakeholder participation, time, money, other resources, data gathering and interpretation, and decision-making throughout the planning process.</i></p> <p>Plan to meaningfully engage stakeholders.</p> <p>Establish a clear decision-making process.</p> <p>Establish a timeline for creating the workplan.</p> <p>Establish a timeline for the campaign.</p> <p>Plan how you will allocate financial, material, and human resources.</p> <p>Consider what data will be required to make decisions at each step. Include adequate time in workplan for data collection and interpretation.</p>	<p><i>Establish and/or confirm a complete health promotion strategy.</i></p> <p>Consider measurable objectives at all four levels (individuals, networks, organizations, and communities/societies) and ensure they are realistic, clear, specific, a strategic priority, measurable, attainable, and time-limited.</p> <p>Ensure your project team is aware and supportive of your health promotion strategy.</p> <p>Use logic models as well as narratives to review and describe the strategy.</p>	<p><i>Collect the demographic, behavioral and psychographic characteristics of your chosen audience(s) and create an audience profile.</i></p> <p>Where possible, segment your audience.</p> <p>Use existing and new qualitative and quantitative data.</p> <p>Use a combination of less and more expensive means.</p> <p>Ensure that multiple data sources confirm your audience conclusions.</p> <p>Ensure you have a complete and compelling understanding of your audience.</p>	<p><i>Make a list of the existing communication resources in your community and organization – including alliances and good relationships.</i></p> <p><i>Assess the strengths, weaknesses and possibilities of getting your message delivered through these resources.</i></p> <p>Modify existing inventories and directories, e.g., media lists from partner organizations.</p> <p>When listing your resources, consider a mix of communication strategies, including media, interpersonal, and events.</p>	<p><i>Identify the bottom-line changes you hope to accomplish with the campaign.</i></p> <p>Consider all four levels (individuals, networks, organizations, and communities/societies).</p> <p>Limit yourself to two to three objectives per level.</p> <p>Describe a change rather than an action step.</p> <p>Ensure objectives are SMART: specific; measurable; attainable; realistic; time-limited.</p> <p>Ensure objectives address a strategic priority.</p> <p>Ensure objectives are aligned with overall strategy (Step Two)</p>	<p><i>Choose vehicles that will carry your message(s).</i></p> <p>Choose the best channels and vehicles for the situation based on reach, cost, and effectiveness, (i.e., fit to situation, audience, and objectives).</p> <p>Use a mix of short- and long-lived channels and vehicles.</p> <p>Consider a mix of communication strategies, including media, interpersonal and events.</p>
Workbook Page	11	15	21	27	29	31
Worksheet Page	80	85	86	87	89	90
Web Resources	Sample Step One Worksheets Stakeholder Wheel	Menu of objectives	Audience profiles Focus Groups Workbook		Step 5-6-7 Worksheet	Step 5-6-7 Worksheet

	7 Combining and Sequencing	8 Message Development	9 Identity Development	10 Production	11 Implementation	12 Evaluation
	<p><i>Combine and sequence channels and vehicles across timeline.</i></p> <p>Hold a big event first or build to a grand finale.</p> <p>Include activities with both high and low visibility.</p> <p>Mix the shelf life.</p> <p>Be aware of special events and holidays, friend or foe.</p> <p>Try to fit activities with the season.</p> <p>Build in existing events but be ready for the unexpected.</p> <p>Balance your timing so that you get repetition but avoid message fatigue.</p> <p>Apply the rule: 3 messages, 3 times, 3 different ways.</p> <p>Link with large issues that are capturing the public agenda.</p> <p>Opportunities to integrate activities are important. That is, a single activity can be designed and delivered to have impact at all 4 levels.</p>	<p><i>Determine what you will “say” to your intended audience(s) to reach your objectives, and how you will say it.</i></p> <p>Ensure each message includes: ‘A What’; ‘A So What’; ‘A Now What’ (A clear indication of what the message is about; reasons the audience should care; clear next steps for the audience.).</p> <p>This is a key part of creating the specs of any communication product to guide production.</p> <p>Build upon information and decisions in steps 1–7, particularly Audience Analysis and Objectives.</p> <p>To generate ideas, review materials from a variety of sources and assess what you like and don’t like.</p>	<p><i>Create an identity that will clearly communicate your image and your intended relationship with your audience.</i></p> <p>Use examples from a wide variety of sources to help determine your preferences.</p> <p>Produce materials that "carry the identity" – name, position statement, logo, and images, as required.</p> <p>Manage your identity, by ensuring all connections with your audience (e.g., print, verbal, online) are consistent with your identity.</p>	<p><i>Develop specs for each desired product, select and contract with suppliers, and manage production process.</i></p> <p>Aim to produce the best materials within budget and on time.</p> <p>Manage reviews and sign-offs very carefully.</p> <p>Pre-test all material with intended audience.</p>	<p><i>Implement campaign.</i></p> <p>Throughout all steps, pay attention to clearly identifying stakeholder expectations, finding resources for the evaluation, and being sure your efforts are evaluable.</p>	<p><i>Gather, interpret, and act upon qualitative and quantitative information throughout the 11 steps.</i></p>
Workbook Page	43	45	51	55	59	61
Worksheet Page	91	92	93	94	98	99
Web Resources	Step 5-6-7 Worksheet	Message Review Tool				