**Tier II Deliverable**: Communication Plan based on outreach strategies identified in Tier I, for project and research outcomes.

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| **PRIMARY TARGET AUDIENCE: *Partners & Additional* *Potential Partners*** | ***Partners & Additional Potential Partners*** *include people who have been involved in your Tier I partnership, as well as other identified by your group whom you would like to join the partnership to fill gaps in skills, knowledge, or perspective. These are individuals or groups whom you need to adopt attitudes and to take actions that ultimately expand your partnership to support your project goals. Be sure to reach out to patients, researchers, and other stakeholders. Who has your group identified as Potential Partners with whom you need to communicate?* | | |
| **COMMUNICATION PURPOSE** | *Why is this target audience (both current and potential partners) important to your project? What do you hope to achieve or gain through your communication efforts to this group?* | | |
| **KEY MESSAGES & CONTENT**  *List up to three messages for each key audience.* | **DISTRIBUTION CHANNELS** *Mail, Email listserv, Newsletter, Newspaper, Radio, Website, Phone calls, In-Person Meetings, Facebook group, Letter writing*  *Presentations, etc.* | **RESOURCES REQUIRED?**  *What are the time, material and financial resources associated with utilizing the chosen distribution channels?* | **RESPONSIBLE PARTY?**  *Specify each individual involved with crafting or distributing this message and responsibilities for each.* |
| Key Message 1: |  |  |  |
| Key Message 2: |  |  |  |
| Key Message 3: |  |  |  |

* *How are you ensuring that you get feedback and/or input from the audience you are trying to engage?*
* *How do you know if your strategies are successful?*

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| **SECONDARY TARGET AUDIENCE: *INFLUENCERS*** | ***Influencers*** *are respected community leaders or others with power (official or unofficial) to help your project succeed. Once you have these people board, you can benefit from the individually powerful support of these Influencers and ask them to tap into their broader base of members, constituents and colleagues.* | | |
| **COMMUNICATION PURPOSE** | *Why is this target audience important to your project? What do you hope to achieve or gain through your communication efforts to this group?* | | |
| **KEY MESSAGES & CONTENT**  *List up to three messages for each key audience.* | **COMMUNICATION/**  **DISTRIBUTION CHANNELS** *Mail, Email listserv, Newsletter, Newspaper, Radio, Website, Phone calls, In-Person Meetings, Facebook group, Letter writing*  *Presentations, etc.* | **RESOURCES REQUIRED?**  *What are the time, material and financial resources associated with utilizing the chosen distribution channels?* | **RESPONSIBLE PARTY?**  *Specify each individual involved with crafting or distributing this message and responsibilities for each.* |
| Key Message 1: |  |  |  |
| Key Message 2: |  |  |  |
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| **TERTIARY TARGET AUDIENCE: *WIDER COMMUNITY OF INTEREST*** | ***The Wider Community of Interest*** *are the others in your community who might be interested in your outcomes? They could be people who are on your or your partners’ email lists; people at organizations that have the same service/target population or topic focus; or special interest groups on the same or related topics. Informing them about what you are doing helps in changing the culture and understanding of what research can be. They might want to become involved in your work in the future as they hear more about it. Who has your group identified as people within a Wider Community of Interest with whom you need to communicate?* | | |
| **COMMUNICATION PURPOSE** | *Why is this target audience important to your project? What do you hope to achieve or gain through your communication efforts to this group?* | | |
| **KEY MESSAGES & CONTENT**  *List up to three messages for each key audience.* | **DISTRIBUTION CHANNELS** *Mail, Email listserv, Newsletter, Newspaper, Radio, Website, Phone calls, In-Person Meetings, Facebook group, Letter writing*  *Presentations, etc.* | **RESOURCES REQUIRED?**  *What are the time, material and financial resources associated with utilizing the chosen distribution channels?* | **RESPONSIBLE PARTY?**  *Specify each individual involved with crafting or distributing this message and responsibilities for each.* |
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* *How are you ensuring that you get feedback and/or input from the audience you are trying to engage?*
* *How do you know if your strategies are successful?*