

At a glance: the twelve steps to developing a health communication campaign

1 Project management	2 Health promotion Strategy	3 Audience analysis	4 Communication inventory	5 Communication objectives	6 Channels and vehicles
<p><i>Develop a plan to manage stakeholder participation, time, money, other resources, data-gathering and interpretation, and decision-making throughout the planning process.</i></p> <p>Engage stakeholders in meaningful ways.</p> <p>Use a clear decision-making process.</p> <p>Establish a campaign timeline.</p> <p>Plan how you will allocate financial and human resources.</p> <p>Consider what data will be required to make decisions at each step.</p> <p>Include adequate time for data collection.</p>	<p><i>Establish or confirm a complete health promotion strategy.</i></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 demographic, behavioural and psychographic information to 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 methods.</p> <p>Use multiple data sources to confirm conclusions.</p> <p>Ensure you have a complete and compelling understanding of your audience.</p>	<p><i>Make a list of the communication resources in your community and organization – including alliances/relationships. Assess the strengths and weaknesses of using these to deliver your message.</i></p> <p>Modify existing inventories and directories, for 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 the campaign will accomplish.</i></p> <p>Consider all four levels (individual, network, organization, society).</p> <p>Limit yourself to two or three objectives per level.</p> <p>Describe a change rather than an action step.</p> <p>Ensure objectives are specific, measurable, attainable, realistic, and time-bound (SMART).</p> <p>Ensure objectives address strategic priorities and your overall strategy.</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-term channels and vehicles.</p> <p>Consider a mix of communication strategies, including media, interpersonal and events.</p>

7 Combining and sequencing <i>Combine and sequence channels and vehicles across timeline.</i> Hold a big event first or build to a grand finale. Include activities with both high and low visibility, short and long shelf life. Be aware of special events, and holidays, friend or foe. Build on existing events but be ready for the unexpected. Balance your timing to achieve repetition but avoid message fatigue. Apply the rule: 3 messages, 3 times, 3 different ways. Link with issues that are capturing public attention. Integrate activities when possible. A single activity can have impact at all four levels.	8 Message strategy <i>Determine what you will "say" to your intended audience(s) to reach your objectives, and how you will say it.</i> 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). This is a key part of creating the specifications of any communication product to guide production. Build upon information and decisions in steps 1–7, particularly audience analysis and objectives. To generate ideas, review materials from a variety of sources and assess what you like and don't like.	9 Identity development <i>Create an identity that will clearly communicate your image and your intended relationship with your audience.</i> Use examples from a wide variety of sources to help determine your preferences. Produce materials that "carry the identity" – name, position statement, logo, and images, as required. Manage your identity, by ensuring all connections with your audience (e.g., print, verbal, online) are consistent with your identity.	10 Production of materials <i>Develop specifications for each desired product, select and contract with suppliers to create your products.</i> Aim to produce the best materials within budget and on time. Manage reviews and sign-offs very carefully. Pre-test all material with intended audience.	11 Implementation <i>Implement campaign.</i>	12 Evaluation <i>Gather, interpret, and act upon qualitative and quantitative information throughout the preceding 11 steps.</i> Throughout all steps, make the effort to: <ul style="list-style-type: none">• Check in with stakeholders about expectations• Dedicate some resources for evaluation• Ensure your efforts are evaluable
---	---	---	--	---	---