

Communications Worksheet

How to Use This Worksheet

The following steps will help you use the worksheet to develop messaging for a campaign to target stories that will resonate with specific audiences.

- **Audience.** Who do you want to reach?
- **Approach.** What type of campaign will you use to reach your audience? You can use a number of tactics ranging from e-mails and meeting presentations to news outlets, social media, or newsletters.
- **Key Interests and Issues.** Identify issues that you know are important to this audience. For staff, it may be issues about collaboration. For a governing entity, it may be issues about budget and improved systems efficiencies.
- **Desired Outcome of Contact.** What is the goal of this contact? How will you measure the success of this contact? For instance, are you looking to create consensus for a PI initiative? Are you seeking political support of your governing entity? Are you looking for a call to action from the community?
- **Messaging Needed.** Now that you have identified your audience, the issues important to them, and what you want to communicate and the desired outcome, you are in a better position to determine what type of messaging will be most effective. Select a lead message to introduce the topic. Be sure to choose one that will resonate with your audience.
- **Action/Communication Mode.** How are you going to reach your audience? Choose the venue or platform where you think you can be most effective. You may

need more than one opportunity to reach the same audience. You may also have to reach several audiences through multiple venues.

Review the Examples Worksheet on how to apply these areas to specific examples. Then use the blank worksheet to begin your own PI communication campaign. Good luck!

Performance Improvement Communication Worksheet—Example

Audience	Approach	Key Interests & Issues	Desired Outcome of Contact	Messaging Needed	Action/ Communication Mode	Case Study Examples in Guide
<i>Staff & Governing Entities</i>	<i>Newsletters</i>	<i>Improved Efficiencies</i>	<i>Support for PI Efforts</i>	<i>Demonstrate Results</i>	<i>Storyboard Presentation</i>	<i>Chapter 1, Case Study 1: Educating and Communicating through Action</i>
	<i>Meetings</i>	<i>Increased Output</i>				
	<i>Collaborative Efforts</i>	<i>Increased Collaboration</i>	<i>Stabilized Funding</i>		<i>Publicize results of interdepartmental PI competitions</i>	<i>Chapter 2, Case Study VI: Communicating through Healthy Competition</i>
Audience	Approach	Key Interests & Issues	Desired Outcome of Contact	Messaging Needed	Action/ Communication Mode	Case Study Examples in Guide
<i>Community Stakeholders</i>	<i>Outreach Campaign</i>	<i>Improved Health Outcomes</i>	<i>Community Engagement</i>	<i>Demonstrate Results</i>	<i>Social Media (Twitter, Facebook, etc.)</i>	<i>Spokane County Regional Health District (WA) uses their Facebook page to update progress on various public health initiatives. https://www.facebook.com/spokanehealth</i>
				<i>Topic Relevant to Community Concerns</i>	<i>Leverage traditional media around “Pillar of Public Good” messaging</i>	<i>Chapter 2, Case Study VII: Recruiting a Public Health Champion</i>
				<i>Call to Action</i>	<i>Position as a resource for all (e.g., highlight a public information line or online resource to answer all public health needs and questions from the community).</i>	<i>Chapter 2, Case Study VIII: Using the Internet and Social Media to Tell Your Story</i>
Audience	Approach	Key Interests & Issues	Desired Outcome of Contact	Messaging Needed	Action/ Communication Mode	Case Study Examples in Guide
<i>Media</i>	<i>Outreach Campaign</i>	<ol style="list-style-type: none"> 1) <i>Value of Public Health</i> 2) <i>General Health Topics</i> 	<i>Positioning as a reliable source for health information to local media</i>	<ol style="list-style-type: none"> 1) <i>Trustworthy</i> 2) <i>Reliable</i> 3) <i>Public Steward</i> 4) <i>Vital Member of the Community</i> 	<i>Develop relationships with local television, radio, print, and internet media as a source of reliable health information to support their day-to-day reporting needs.</i>	<i>Chapter 3</i>

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Audience	Approach	Key Interests & Issues	Desired Outcome of Contact	Messaging Needed	Action/Communication Mode	Key Personnel	Contact Log
Audience	Approach	Key Interests & Issues	Desired Outcome of Contact	Messaging Needed	Action/Communication Mode	Key Personnel	Contact Log
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