

Intentional Communications



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Agenda

1. Understand the **Communications** Plan Framework 2. Begin development of your communications plan 3. Learn how to develop key messages



Be Intentional

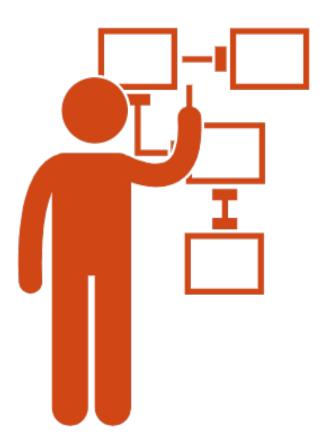
intentional (adj.)

an action performed with awareness; done deliberately, consciously, on purpose



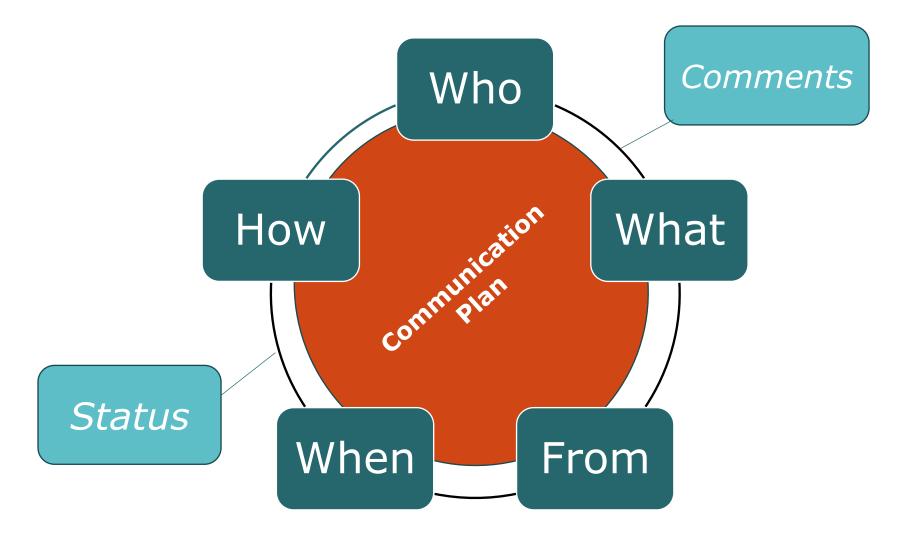
Communication Plan

"A communication plan is your road map for getting your message delivered to your audience. It's an essential tool for ensuring your organization sends a clear, specific message with measurable results."





Simplified Communication Plan





Stakeholder / Audience

Who are the people that need to know about your project?

Who are the people that need to help with your project?

Who are the people that may be against your project?

Who are the people that need to support your project?



Work Time

List people that fit into each category:

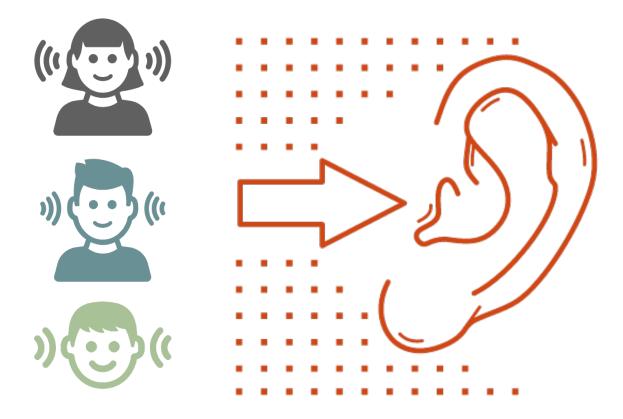


Put that list aside for now.



Tailor Your Message

What does each stakeholder need to hear?





Who is the Best Communicator?

- Communication
- Responsibility

Who will the stakeholder listen to?

Did the message get communicated?

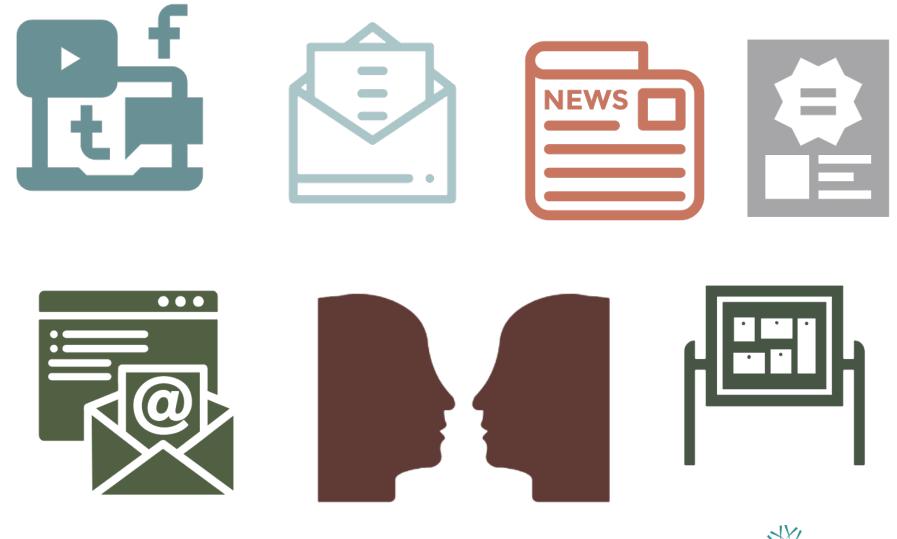


Timing and Schedule





Delivery Method



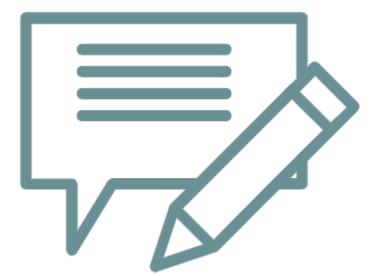


Project Status

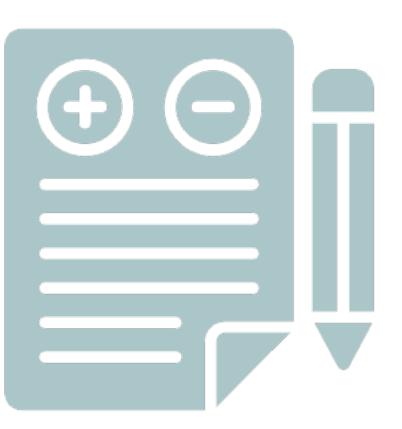




Track Notes and Comments



What went well? What didn't? Who is a good contact person for this? What to do next time...





Communications Plan Template

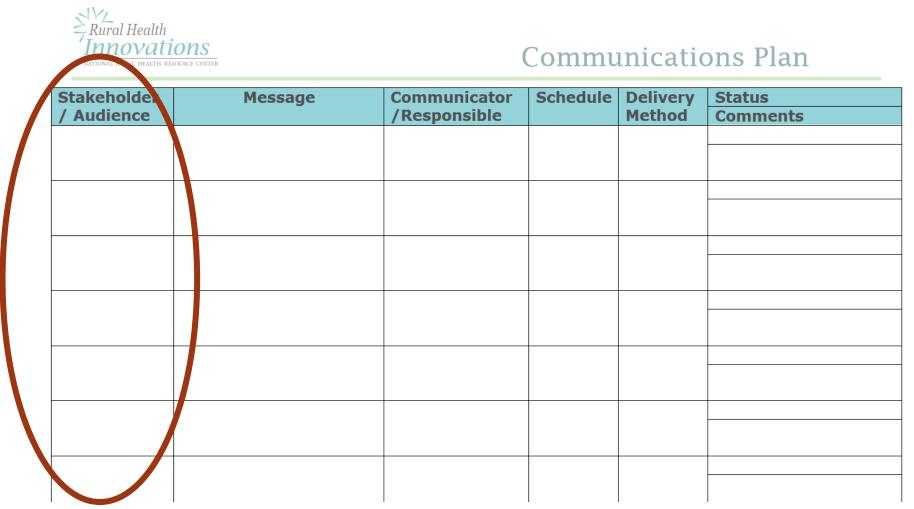


Communications Plan

NATIONAL RURAL HEALTH RESOURCE CENTER

	1				
Stakeholder	Message	Communicator	Schedule	Delivery	Status
/ Audience		/Responsible		Method	Comments
					Rural Health
14	•	-	-	•	International

Communications Plan - Audience



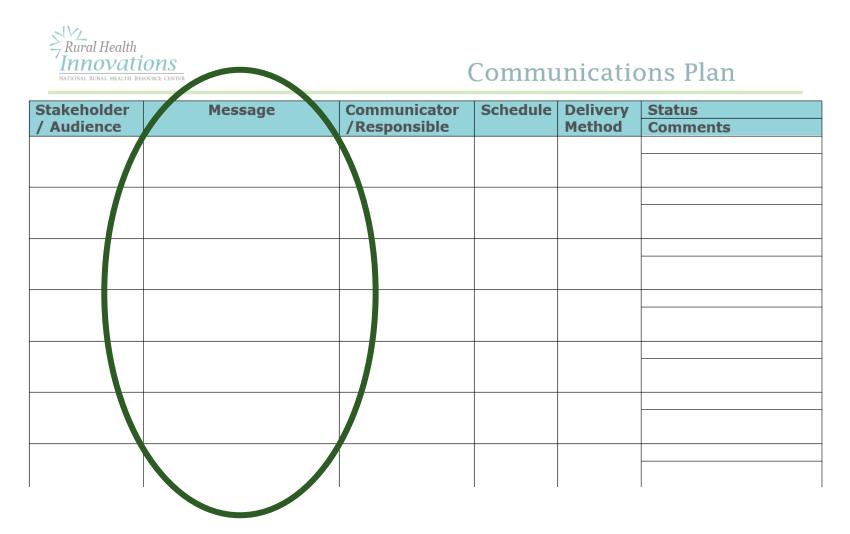


Work Time



- 1. Take out previously generated list
- 2. Chose **five key stakeholders/audiences** for the success of your program
- 3. Write them in column #1 of your Communications Plan

Communications Plan - Message





Know Your Stakeholders/Audience

akeholder / Audience:	
 What is the future we want to create with this stakeholder? 	
2. What is important to them?	
3. What does the group need from them?	
4. How will the work of this project help them with <u>what's</u> important to them?	
 How can I (or others) more clearly communicate the connection between the project and <u>what's</u> important to them? 	
6. How can I (or others) modify what we're doing to more fully connect the work to what's important to them?	
7. Potential Message	Rural Healt

Work Time

Stakeholder / Audience:

- What is the future we want to create with this stakeholder?
- 2. What is important to them?
- 3. What does the group need from them?
- 4. How will the work of this project help them with <u>what's</u> important to them?
- 5. How can I (or others) more clearly communicate the connection between the project and <u>what's</u> important to them?
- 6. How can I (or others) modify what we're doing to more fully connect the work to what's important to them?
- 7. Potential Message

1. Chose two of the 5 stakeholders.

 Using the "Getting to Know Your
 Stakeholder"
 worksheet, answer
 questions 1 – 6.



Key Messages





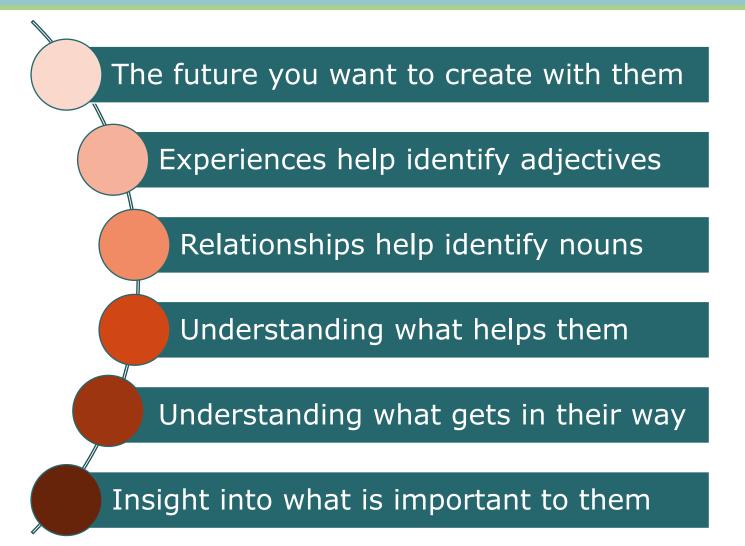
Key Message

- A statement describing the value that stakeholder receives by participating in the project
- Spells out how the partnership addresses pains and/or gains, using language that resonates with audience





Crafting Key Messages





Example: Walkable Community

- Want hard work to be enjoyed
- Easy access, easy to maintain, well used trails
- Interactive exercise
- Shared resource and sense of community
- Trail awareness
- People not using the trails because they do not know about them

City Park Department's new exercise trails

The Walkable Community initiative will encourage the use of the well-built interactive exercise trails as a community resource while creating an awareness of the importance of movement.



Work Time

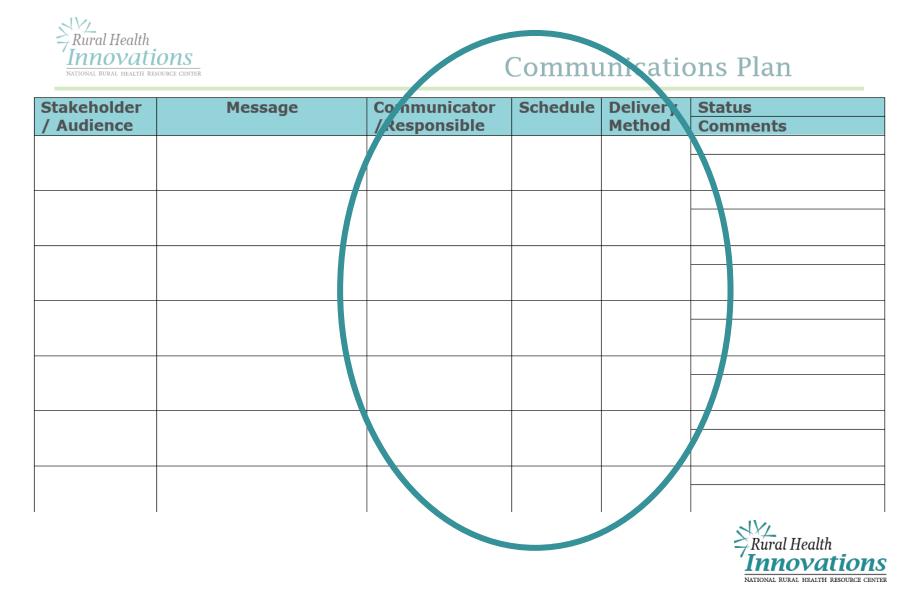
Using the information from questions 1-6, develop a 'Key Message' for that audience or stakeholder.







Communications Plan - Who, When, How



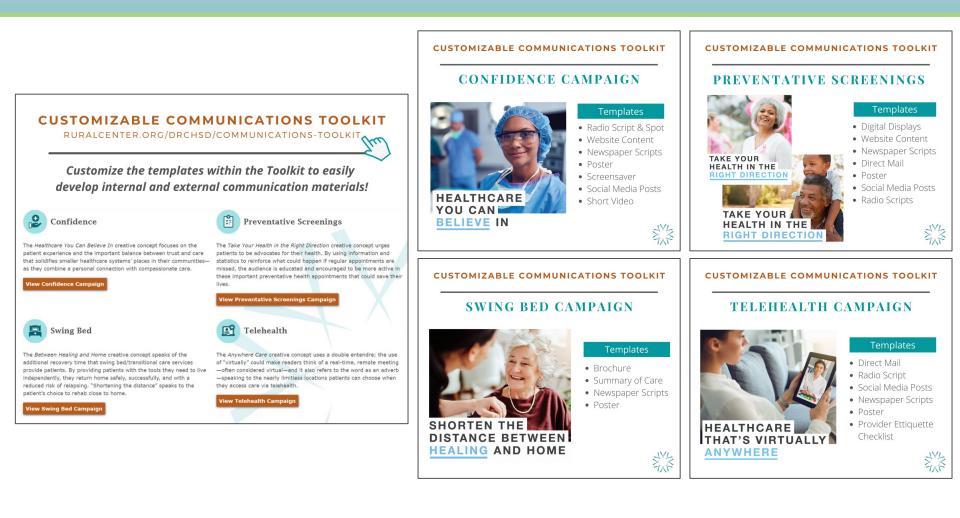
Start Using Your Communications Plan



Communications Plan

Stakeholder	Message	Communicator	Schedule		Status
/ Audience		/Responsible		Method	Comments
					Rural Health

Additional Resources - Toolkit



Access the Templates in the

Customizable Communications Toolkit!



Additional Resources - Webinars

#1: Building Trust





#4 Customize Messages

#2: Elevate Your Role

#3: Budget





Watch the Communication Strategies for Community Outreach and Education Webinar Series!

Strategies for Community Outreach & Education

Webinar Recordings Available!

Communication



#5 Digital Platforms



#6 Image

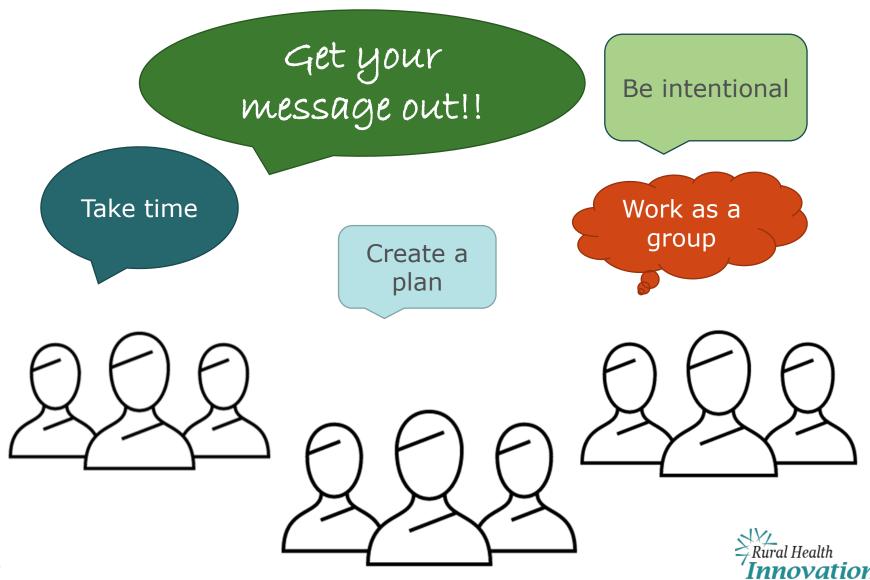


#7 Telehealth

#8 Storytelling



You Can Do It!



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Get to know us better: http://www.ruralcenter.org

