

Developing Your Communication Plan

Your communication plan is a bird’s-eye view of your communication efforts and shows how these efforts support your overall suicide prevention strategies.

Use this handout to walk through some guiding questions that are based on principles of effective communication from the *Framework for Successful Messaging*.

These questions will help you develop a communication plan that you can share with your key stakeholders.

Guiding Questions	Your Response
<p>Tie to Overall Strategy</p> <ul style="list-style-type: none"> • What are your broader prevention goals and objectives? • How can your communication efforts support these aims? 	
<p>Define Audience Clearly</p> <ul style="list-style-type: none"> • Who is your intended audience? (Be specific. Communication efforts that address a specific group’s unique needs and beliefs are more likely to succeed.) 	
<p>Develop Well-Defined Objectives</p> <ul style="list-style-type: none"> • What are your concrete and measurable communication objectives? (e.g., increase the number of people who tell a friend about the Lifeline number) 	

Guiding Questions	Your Response
<p>Include “Call to Action”</p> <ul style="list-style-type: none"> • What is your specific “call to action”? (The action should help the audience take small steps toward your broader goals.) 	
<p>Select Delivery Channel</p> <ul style="list-style-type: none"> • What delivery channels best fit your audience and message? • What does your audience read/watch/listen to? 	
<p>Pretest</p> <ul style="list-style-type: none"> • How will you engage your intended audience to ensure that your messages are appealing and relevant? 	
<p>Evaluate</p> <ul style="list-style-type: none"> • How will you monitor and assess whether your messages worked? • What will be your measures of success? 	

Adapted with permission from Massachusetts Technical Assistance Partnership for Prevention. (2012). *Communications Toolkit*. Waltham, MA: Education Development Center.