

TOOL:

COMMUNICATIONS IMPLEMENTATION PLAN

This template is designed to help you document the communications plan to be used during the implementation stage of the programme

It is to be used after you have completed *Mapping Stakeholder Information Needs*.

Standards for Printed Material:

Logo requirements

.....

Other standards for information provision

.....

Communication Milestones in Project

PROJECT PREPARATION

Who needs to be informed?

.....

What do they need to be informed of?

.....

How will they be informed? (communication method)

.....

PROJECT IMPLEMENTATION

Who needs to be informed?

.....

What do they need to be informed of?

.....

How will they be informed? (communication method)

.....

PREPARING FOR PROJECT MILESTONES

Who needs to be informed?

.....

What do they need to be informed of?

.....

How will they be informed? (communication method)

.....

PROJECT EVALUATION

Who needs to be informed?

.....

What do they need to be informed of?

.....

How will they be informed? (communication method)

.....

List of Methods for Communication

List any key problems in your program that might be helped by improving the way you inform people.
E.G.: are people not coming because they don't know about key details of the program (dates, venues),
are people not being referred because the people who refer don't know the beneficiary selection criteria?

PROBLEM

.....
Information gap

.....
Who needs to be informed?

.....
What do they need to be informed of?

.....
How will they be informed?

.....
Choose the key information provision method from (Sections above) that are the most important for your
information provision strategy. Include any existing methods that you currently use and would like to continue with.

INFORMATION PROVISION METHOD / Key Messages (eg)

Communication Method	Key Messages
Notice boards	
Meetings	
Radio	

Communication Method	Key Messages
About the agency	
About the program	
Organisational structure	
Contact details	
Important dates eg, community meetings, Training	

Action Plan

This action plan will form the basis of your communication strategy. Keep it simple. Include the key information provision methods you have chosen, who is responsible, and when it is expected to happen. Fill the cost column if possible to help with planning. (include any, material design costs and costs of checking draft materials with community, make as much use of existing mechanisms as is possible)

ACTION PLAN TO PREPARE FOR INFORMATION PROVISION IMPLEMENTATION

Task / Eg community meetings

.....

Person responsible / (name)

.....

By when / Eg. every month

.....

Cost and funding source / Eg. Cost already covered

.....

MONITORING AND TRACKING

Key staff to be informed of this plan

.....

How and when they will be informed

.....

How will implementation be monitored

.....

Who is responsible for monitoring?

.....

How will implementation be evaluated?

.....

Who is responsible for evaluation?

.....

- Any printed publications must be approved by program management before distribution.
- Check your materials, chosen media with the community to make sure they are understood as intended.