

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