Minnesota Department of Health

# Communications plan for assessment and planning

Local public health assessment and planning

| Audience | What do they need to know? | Why do they care? | What do you want them to do? | Method(s) of communicating with audience | Time frame / schedule | Person(s) responsible |
| --- | --- | --- | --- | --- | --- | --- |
| Be very specific with your audiences—segment them out as much as possible. | Fill in each cell with the information you know, and ask your audience(s) if you have questions about what makes them tick or how they’d like to hear information. |  |  |  |  |  |
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## Resources

* Spectrum of public participation – International Association for Public Participation (<https://cdn.ymaws.com/www.iap2.org/resource/resmgr/pillars/Spectrum_8.5x11_Print.pdf>)
* For help brainstorming how to communicate with your partners and the public about assessment and planning, consider reaching out to your public health system consultant, the CHA-CHIP community of practice, or the Center for Public Health Practice for consultation on communications.

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