

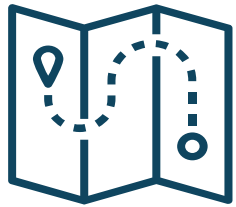
# Communications Planning

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# COMMUNICATIONS

Communications: communicating, with a strategy.



**Objectives**



Specific  
**audiences**



Key  
**messages**



Communication  
**channels** and  
**messengers**



# COMMUNICATIONS - AUDIENCES

Who is it most important that you reach?



# COMMUNICATIONS - AUDIENCES

Who is it most important that you reach?

- Community members (which ones specifically?)
- Youth at risk of substance use
- People who use drugs
- Loved ones of people who use drugs
- Decision-makers, community leaders
- Community partners in prevention space
- Businesses, organizations, community centers
- Healthcare providers, schools, professionals who work with youth
- Law enforcement, emergency medical technicians, pharmacists



# COMMUNICATIONS - MESSAGES

What are the messages your audience needs in order to change?

- Where are they now?
- How do we shift from point A to point B?
- Behavior change theory



# COMMUNICATIONS - CHANNELS

How could you reach those people?

- Events
- Newspapers, magazines
- Websites
- Digital ads
- Social media
- TV/streaming
- Radio/streaming audio
- Billboards, outdoor signage
- Print material distribution
- Direct mail



# COMMUNICATIONS - MESSENGERS

Who could help deliver this message?

- Trust
- Understanding
- Access





# COMMUNICATIONS - MESSENGERS

Who could help deliver this message?

- Community organizations
- Direct service providers
- Online collaborators



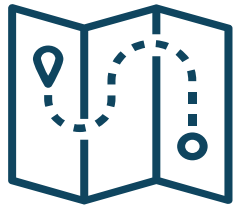
# WHAT DIFFERENCE DOES IT MAKE?

## Impact

- Are your communications activities actually doing what you want them to do?
- Are you reaching the right people?
- Does your message catch their attention?
- Does your message resonate and feel relevant?
- Does your audience feel they can trust your message?

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**QUESTIONS?**

# Thank you!

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