Working Session

Drafting a Vital Statistics
Strategic Communications Plan

## **Session Overview**

During the session, country teams will produce preliminary drafts of four elements of a strategic communications plan (outcomes, audiences, materials/channels, and outputs).

## **Length of Session**

Approximately 90 minutes

## **Assignment #1:** Define the single overarching communications outcome

## *25 minutes*

**EXAMPLE**

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| Step 1 | What is the issue to be addressed? | Antimicrobial resistance |
| Step 2 | What “new” information does the audience need to know? Why does the issue need to be addressed now? | There is growing evidence of antimicrobial resistance. Onthe one hand patients in many countries put pressure ondoctors to prescribe antibiotics even for viral infections(when they will not be effective), and on the other handpatients do not complete a full course of antibiotics whenthey are needed (e.g. for treating tuberculosis). Becauseof this, common and life-threatening infections are becomingmore difficult or even impossible to treat. |
| Step 3 | Who needs the change? | Option 1: Patients and their familiesOption 2: Doctors |
| Step 4 | What is the change this target audience needs to make? | If Option 1: Patients stop pressurizing doctors to prescribe antibiotics when they will not be effective; andpatients adhere to the full course of treatment when antibiotics are needed.If Option 2: Doctors only prescribe antibiotics when there are proper medical indications for their use. They don’t give into pressure from patients. |

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| Step 1 | What is the issue to be addressed? |  |
| Step 2 | What “new” information does the audience need to know? Why does the issue need to be addressed now? |  |
| Step 3 | Who needs the change? |  |
| Step 4 | What is the change this target audience needs to make? |  |

## **Assignment #2:** Define the audiences (both the main target of your SOCO as well as the people who will influence that main target). Indicate what you know about their position, their power, their level of interest and their existing knowledge of your issue. Note any other useful information you have about theses audiences.

## *25 minutes*

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| --- | --- | --- | --- | --- | --- |
| Audience | Position | Power | Interest | Knowledge | Other |
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## **Assignment #3:** List the main material you will create to communicate your messages. Identify which audiences are likely to be specifically targeted by each type of material. Provide generic metric(s) of activity/audience that will be used to assess these outputs.

## *25 minutes*

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| --- | --- | --- | --- | --- |
| Type of Material | Specific Description | Main Target | Channel(s) for Distribution | Metric of Activity/Reach |
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## **Assignment #4:** Review the previous three assignments and modify as needed to make them consistent with each other. Designate a spokesperson and outline a 3- to 4-minute presentation that summarizes (1) your SOCO (2) one other major element of your plan and (3) one area of the assignments that was difficult to complete.

## *15 minutes*