BCA plan template[[1]](#footnote-1)

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| Steps | Key questions | Inputs |
| Identify your objectives | * What is your purpose for communicating key programme messages? What do you want to accomplish? * Which geographical areas do you want to receive your messages? (Are there any areas that should not receive the messages?) |  |
| Choose your target audiences | * Who needs to know details about your programme?  (Be as specific as possible—will these audiences help to achieve your objectives?) |  |
| Design your key messages | * Which are the key messages you want to communicate to each audience? * It may help to ask yourself:   + What questions do people ask staff during field visits?   + What do people need to understand in order for the programme to succeed?   + What would you want to know about the programme if you lived in the community? * Is there any information that should *not* be shared, given the context? |  |
| Select your communication methods | * What methods will you use to communicate the messages to the target audience? * How will each method work? * Do the selected methods pose any risks to staff or community members? |  |
| Plan for two-way communication | * Which of your communication methods allow dialogue with the community and opportunities for feedback? * How will field staff collect and document feedback? * How will programme managers receive the feedback?  How often? * How will the programme communicate its response to the community? |  |
| Establish your time frame | * What are the key activities in your programme?  Which ones need to be preceded by information sharing? * When will you share updates with the different audiences? |  |
| Implement the plan | * Which key activities will you need to complete in order to roll out this communication plan? * Do certain target groups need to be informed before others? * Who will take the lead for each? Think about who is responsible for * managing the communication plan and sustaining the approach, * developing communication materials, * sharing messages with communities and gathering feedback, * communicating with other stakeholders (e.g., government departments, local NGOs, international NGOs) and reviewing whether the communication approach is effective. |  |
| Monitor the results and look for ways to improve | * Which methods will you use to decide whether each communication approach is effective? * Who will be responsible for developing the review criteria and making the review happen? |  |

1. Based on: “Template: Develop a communication plan in nine steps”, CRS [↑](#footnote-ref-1)