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

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