

## Exercise: Communication Plan

### Directions:

- First identify the various populations in which you need to communicate standards.
- Decide what is the message you want to send. This should be more than information. Think about the action you want the individual (s) to take and how best to request that action.
- What is the best way to send the message to this audience? Consider the usual patterns of communication for this individual or group but also be creative.
- Identify who will send the message. This needs to be someone who the individual/group respects and appropriate for the group (e.g. often it is best for physicians to communicate directly with other physicians).
- Identify exactly when the message will be delivered. Without a time established, often plans do not get carried out.

<b>Target Population</b>	<b>What is the message?</b>	<b>What is the best way to send the message?</b>	<b>Who will send the message?</b>	<b>When will the message be sent?</b>

## EXAMPLE

<b>Target Population</b>	<b>What is the message?</b>	<b>What is the best way to send the message?</b>	<b>Who will send the message?</b>	<b>When will the message be sent?</b>
Physicians	<ul style="list-style-type: none"> <li>• Male circumcision provides partial protection against HIV acquisition by men</li> <li>• MC should be integrated into the current HIV program and include a minimum package.</li> <li>• Need for safe, quality services – thus, the WHO (or national) male circumcision standards.</li> <li>• Need physicians’ participation in implementing the standards.</li> </ul>	Discussion during regular medical staff meeting	Respected surgeon	Date of next medical staff meeting