



# Checklist: Communication Planning



This check-list complements information found in communication planning tools in the CLHO Public Health Modernization Roadmap:

- Value Proposition Canvas
- Communication Planning Template

Clearly define the program/project you are proposing

Define your audiences

Using the Value Proposition Canvas, define your value proposition for each audience

Align your proposed program with the values of your audiences

Demonstrate your proposal's value to each audience

Identify clear next steps for your audience

Specify the benefit they will get from taking the next step

Establish a clear call to action

Clearly define your messages

Determine the most persuasive messenger

Set your communication calendar with follow ups

Start your campaign!