

Document 2 - Communications Framework – 12 step process



The Public Information and Health Communications Team supports an evidence-based process to health communications. This includes sound project management (1), which informs the scoping phase, development phase, and execution phase of communication campaign development. The principles of engagement, risk management, and evaluation are key to our approach.

Scoping Phase

Scoping involves reviewing our evidence to assess our context (2), analyze audiences (3), choose health communication approach(es) (4) and set goals and objectives (5).

Development Phase

Development includes identifying settings and activities (6), developing messages (7), developing an identity (8) and planning for dissemination (9).

Execution Phase

Execution includes managing the production (10) and implementation (11) as well as reporting back on findings (12)