



RURAL HEALTH

Transformation Center

Tailor Communications for IMPACT

1. Identify your target audience: _____
2. Define the communication objective: _____
3. Think about what behavior (e.g. increased awareness, knowledge or action) will be targeted: _____
4. Determine where the communication will be delivered: _____
5. Determine how it will be delivered: _____
6. Design communication
7. Test communication(s) with your target audience formally and/or informally.

Ask...

- What is the message in this piece?
 - How many messages are being delivered?
 - What appeals to you or doesn't appeal to you about the message?
 - What does the visual imply to you?
 - Does the message make sense to you? Why or why not?
 - Is the message believable? Why or why not?
 - Will you act on the message? Why or why not?
 - How does the message make you feel?
 - Where would you expect to see this message?
8. Revise the communication(s) using the feedback received from your target audience.





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9. Deliver communication

10. Measure impact of communication

Determine:

- Did your communication reach the intended target audience?
- Was the objective met?
- Was the communication channel the best choice?
- What was the reach? Engagement?
- Did the message inspire desired behavior?
- What was feedback from your target audience?

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