

Appendix A: Communication and Engagement Plan Template

Developing a State Action Plan Toolkit

Purpose: This template is designed to help develop a strategic plan for communication and engagement with diverse stakeholder groups.

Users: Task force members; possibly a working group

Instructions: Developing an effective communication and engagement plan not only involves communicating information to stakeholders, but it also includes finding meaningful ways to engage them. Engagement allows people to interact with information and, potentially, provide input. It also creates interest and a sense of ownership. Opportunities for engagement should be planned strategically at appropriate times for appropriate audiences.

Use this template to facilitate and document a discussion to build a communication and engagement plan. Consider the following questions:

- Who needs to know? Consider different stakeholder groups.
- What do they need to know? Tailor the information to the audience.
- When do they need to know it?
- How do they get information? Are there existing venues or platforms (e.g., events, newsletters, blogs) that reach the target audience(s)?
- How can people engage with the information?

Step 1: Identify audience and needs.

Audience	Type of Information or Engagement	When does the audience need to be informed?	Venues or Platforms

Step 2: Plan specific activities.

Audience	Activity or Product	Delivery Method and Frequency	Who's Responsible	Deadline