



Intervention Communication Guide

STEP 5
TASK 5.1



Intervention communication guide

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Summary

The intervention communication guide presents a series of key considerations in the form of questions and answers to consider when planning the intervention, when launching and while its running. It aims to help develop effective communication material and advises on how to deliver it most effectively. You can read through the entire document or go straight to the worksheets and let them guide your communication plan development.

Purpose:

The guide is focused mainly on external communication tasks. It will:

1. Help you develop effective communication material
2. Help you deliver the material with greatest impact

Who is it for?

The guide is developed to help the **core team**, who is in charge of the intervention development, build and deliver an effective communication plan. It can also assist others, like intervention adopters, delivery staff, collaborators, etc., with communication tasks.

What are the benefits?

Creating a communication plan from the get-go will help you collect relevant material throughout the intervention development. It is common to think this task takes care of itself, but in reality, this requires dedicated resources.

The benefits are manifold: impactful communication will help keep the momentum of the intervention development going, will boost coalition morale, and will present the opportunity to flag dysfunctional processes, recalibrate, and generate new ideas.

Key components of a communication plan:

- What is the purpose/objective/goal of the communication?
- What audience are you trying to reach?
- What is the actual message (content) you want to get across?
- What mode of delivery do you intend to use? (e.g. newsletter, campaign, internal emails, virtual meetings...)
- When and (if more than once) how often will you communicate?

[LINK: Go straight to the worksheets](#)

Before launching the intervention

Introduction

Before you launch the intervention, you must understand the role your communication will play in the implementation and future life of the intervention. This includes narrowing down on the purpose, target audience, delivery mode and content. You will aim at developing a comprehensive plan and a strategy for content creation and make sure it is rolled out with good timing.

Key considerations

1. What are you trying to achieve with your communication?
2. Which audiences do you need to communicate to?
3. Where and how will you reach the audiences?
4. What type of content will best convey the information you want to deliver?

1.

First, make sure you know what the purpose of your communication is. Clarify the content of your message to avoid misunderstandings and improve the reach. It should clearly reflect your purpose.

2.

Spend some time early on to discuss who your target audience is. To help with this, do a mind map or stakeholder map and identify the most relevant audience that you need to communicate to.

3.

Consider whether certain parts of the intervention implementation rely on communication delivery. For instance, an intervention that involves the participation of the public must be promoted to get participants. Alternatively, an intervention may have several activities – but where respective participants should be aware of the variety of options.

4.

Categorise your audience based on different interests in relation to the problem and to the intervention. Identify the different communication needs that you must cater for to effectively deliver your message.

Roles and responsibilities

The core team is in charge of ensuring that the content/messaging is clear. You can set up a small group responsible for communication, with relevant stakeholders from the coalition, or onboard a communication agency to help shape and deliver communication.

Actions and expectations

- Develop a dissemination plan for communication with delivery staff and key stakeholders, including lead spokespersons and links to other related communication networks
- Use the worksheets to guide the development of the plan
- Deliver pre-launch related content

Valuable insights

- Create interest and anticipation for the target audience
- When developing the messages, keep it brief and punchy to avoid overwhelming your audience
- Timing is key – the timing of your delivery will impact reach quality and quantity
- Use the power of storytelling and anecdote to craft a compelling narrative, which will resonate beyond your audience's intellect
- Are there gatekeepers or connection points that will hinder or accelerate the spread of your message?

Launching the intervention

Introduction

After you have created your communication content and plan, it is time to execute on it throughout the intervention launch.

If your intervention has gone public, your objective is to raise awareness amongst potential participants. If you are in a testing phase, your objective is to ensure that participants have the correct instructions to participate as intended.

Key considerations

1. Do you know the information need of your audience(s)?
2. Do you have the right information to cater for their needs?
3. Do you know how to deliver the message in an engaging and compelling way?

4. Do you know what channels to use to achieve this?

1.

Determine how much information your audience(s) already possess about what you will be communicating about. Identify and address information gaps, e.g. they may indirectly require clear instructions on how to participate as intended (time, location, duration, frequency, what to know before participating, etc.). It is your responsibility to equip the audience with the adequate knowledge and boost accessibility.

2.

Examine which parts of the intervention implementation depend on communication delivery. For instance, an intervention that requires the presence or the input of a public must be promoted to attract participants. Alternatively, an intervention with multiple activities and participants warrants a clear communication around all activities to ensure transparency about the nature of these activities.

3.

The way you deliver the message is critical to its reception. Work out compelling messages that fit your target audience(s) and remember that using a storytelling narrative or anecdotes will make your message more memorable.

4.

Find your target audience(s) where they already are and choose channels they already use. To best reach them, put yourself into your participants' position, understand their habits, and ask yourself where you can get the highest level of exposure.

Roles and responsibilities

The core team oversees the process, but at launch you can benefit from involving a communication agency, the organisation that delivers the intervention, or a potential owner or funder like the municipality, a specific department, etc.

Actions and expectations

- Deliver communication according to plan
- Involve the intervention delivery staff and the stakeholders involved to communicate
- Monitor the uptake and reception of communication to further improve, develop and deliver as needed

Valuable insights

- If you are addressing a key concern or pain point among the local community, then use it to gather supporters that demand the same outcome you are striving for
- Aim to get support or draw the attention of influential stakeholders: this can play an important role in the sustainability and future of the intervention
- Be prepared to face opposition and have a clear plan for how to deal with critical questions

While the intervention is running

Introduction

Once the intervention has launched, it is important to maintain a good level of communication to ensure that momentum is sustained and that issues that emerge can be quickly addressed.

Key considerations

1. Are there any recurring messages to be delivered as the intervention is running?
2. Are any parts of the communication intended for release after the launch?
3. Are you resolving problems that are emerging during the intervention?
4. Do you know whether the intervention is working well?

1.

Depending on what type of intervention you are implementing, think about restating or reminding the purpose and benefits of the intervention, e.g. by reminding participants to attend specific update sessions. You can also deliver recurring messages to inform your audience(s) about progress and scheduling or share other key relevant information.

2.

You may not want to spend all resources at the beginning of an intervention's life, but ensure you have high points throughout the period. The intervention might also have certain components or activities that come further down the line, which requires that you wait to communicate until they are relevant.

3.

Have a strategy for how you deal with problems that arise during the intervention. Who is in charge of drafting and delivering this type of communication? And who is involved in

taking decisions on how the problems are dealt with? Ensure you are prepared beforehand and have a streamlined process for this.

4.

If you can see or measure that the intervention or part of it is working particularly well, then recognise this insight. Let the stakeholders involved know about this and celebrate what is going well and explain why it is happening.

Roles and responsibilities

The core team is assessing how well the intervention has been implemented and whether it is working as intended. If others have been brought in to develop and/or deliver communication, then this should continue. Make sure you recalibrate, adjust or maintain activities based on your learnings.

Actions and expectations

- Keep up the delivery of communication as intended
- Assess whether the intervention is working as intended or if you need to adjust or improve on your communication
- Remember to share and celebrate small wins along the way – this goes a long way in maintaining coalition morale

Valuable insights

- Use local goodwill stories from participants and those delivering the intervention to keep up a strong morale and motivation to push on.
- If your intervention is public and if you see a need for it, you can share short stories to incentivise more participants to join

WORKSHEETS

Use the worksheets to develop your communications plan. It will assist you in 1), reaching your audience 2), with the right message by 3), using the right format and timing.

Ext. comms plan	Audience	Communication objective	Message (content)	Mode of delivery	When
Before launch					
At launch					
During					

int. comms plan	Audience	Communication objective	Message (content)	Mode of delivery	When
Before launch					
At launch					
During					

References:

The following references have been utilised in the creation of this guide:

- County Health Rankings

Other tools available from the Urban Diabetes Action Framework

Step 1

Define the problem

Problem
reflection tool



Context alignment
tool



Problem statement
guide



Step 2

Secure commitment

Stakeholder
matching tool



Build a coalition tool



Logic model guide



Step 3

Design the Intervention

Intervention options
overview



Brainstorm and
analysis worksheets



Activity description
sheets



Step 4

Prepare a plan

Resource and
capacity assessment



Action plan
template



Monitoring and
evaluation system
guide



Step 5

Implement & monitor

Communication
guide



Step 6

Evaluate & sustain

Guide to sustain and
scale up

