***Set out your communications plan for spread***

***in this template.***

Once you have reviewed and revised your [original communications strategy](http://www.health.org.uk/commskit-1-4) (objectives, audiences and messages), you can use the template in this document to summarise your communications plan for spread. You can type directly into the template.

**Reminder:** based on available research, your communications will have more impact if:

they are developed with input from the target audiences, and address their priorities, which may often include improving patient experience and reducing workload

a variety of different communications channels are used simultaneously or cumulatively (ie a media article is published, is shared on Twitter and Facebook, and followed up with an e-news bulletin on your organisation’s website or newsletter)

audiences are exposed to the same message multiple times and through multiple channels

communications materials make evidence available in an accessible way, including information about benefits, harms, costand any implications on future practice or behaviours in target audiences

communications are tailored to specific audience groups. This may mean adapting materials for different audiences.

The template communications plan for spread, below, mirrors the original [communications plan](http://www.health.org.uk/commskit-2-6).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Communications plan for spread:  Project/Programme name: | | | | |
| Our reviewed and updated communications objectives are:  (this may be a combination of objectives from your original strategy plus updated or new ones that are particularly relevant to spreading your work). | | | | |
| Audience | Activity | Messages | Channels | Timing |
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