Use this template to list your communication objectives and develop your messages for each audience. The guidance provided follows the persuasive messaging framework to help you create the different parts of each message.

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| **Strategy:** |

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| **Community Leader Audience** | **General Market Audience** | **Specific Audience Segment** |
| **Communication Objective:** | **Communication Objective:** | **Communication Objective:** |
| First, state the problem in a way that makes your issue relevant to and urgent for each audience. Grab attention with a fact or real-life example. Connect the problem to what you know about each audience (e.g., attitudes, values). |
| **Problem:** | **Problem:** | **Problem:** |
| Next, illustrate why the problem matters to each audience. Personalize or humanize the story (e.g., relate it to children, families).  |
| Support point #1: **Why it matters:** | Support point #1: **Why it matters:** | Support point #1: **Why it matters:** |
| Describe the solution that will best resonate with each audience. Provide a sense of hope. Make it achievable. Demonstrate the benefits to each audience. Consider how the solution overcomes the “cost” of action. |
| Support point #2: **Solution:** | Support point #2: **Solution:** | Support point #2: **Solution:** |
| Define what each audience can do that motivates individuals or groups to think, feel, and most importantly, act. |
| Support point #3: **Action:** | Support point #3: **Action:** | Support point #3: **Action:** |

When combined, the problem statement and supporting points 1, 2, and 3 are the foundation for a message or elevator speech. For more information, contact the DNPAO Strategic Communication Team at DNPAOCommTA@cdc.gov.