Communicating with Data

A Toolkit for Supporting Countries in the Dissemination of Public Health Reports

ABOUT VITAL STRATEGIES

Vital Strategies is a global health organization that believes every person should be protected by a strong public health system. We work with governments and civil society in 73 countries to tackle the most pressing public health problems. Our goal is to see governments adopt promising interventions at scale as rapidly as possible.

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Introduction

Overview, Purpose & Objectives

Overview

This toolkit was developed to assist Data for Health (D4H) technical advisors (TA) and country coordinators (CC) in the delivery of technical assistance related to report dissemination. Distilling key messages and communicating findings from reports to the intended audiences are crucial aspects of report production. These activities need to be considered as a step in the report production process to ensure that enough resources including time, personnel, budget and expertise are allocated to these tasks. This toolkit is complementary to other Vital Strategies products, including the Guide to Writing Public Health Reports, Guide to Preparing a Vital Statistics Report and the training, Conveying Health Information to Media and Colleagues.

Purpose

The value of a public health report is achieved when the information registers and is internalized by the appropriate audiences and catalyzes positive action. Dissemination should be a collaborative effort

OTHER GUIDES & RESOURCES

GUIDE
Writing Public
Health Reports

GUIDE
Preparing a Vital
Statistics Report

TRAINING
Conveying Health
Information to Media
and Colleagues

between report producers and internal ministry communications staff. The role of the TA and CC is to strengthen existing procedures, to provide guidance when needed and, where necessary, to bring together the right stakeholders to ensure that the processes covered in this toolkit are considered when developing a public health report. The processes explored in this toolkit are country-led.

While this toolkit is intended as an internal tool for use by the D4H Vital Strategies team, the relevant materials can be shared with government staff where appropriate.*

Appropriate government staff may include those working in ministries of health or national statistics offices, who may refer to the guide as part of their report writing planning process. It can also be shared with the Ministy of Health (MOH) communications staff and data producers to serve as a common point of reference and as a refresher of the steps involved in communicating public health reports to various audiences.

HOW TO USE THIS TOOLKIT

This toolkit provides step by step, practical information on how to **Develop a Communication Strategy**, **Manage the Press**, and **Monitor Communications**. Each section provides a concise description and discussion of the step and includes relevant tools and examples that may be useful in its application. While the steps are presented as sequential activities, there are settings where some

steps may take place simultaneously or may not be needed to achieve a robust communication strategy.

Each step has a **resources section** that includes templates, documents and examples. When using the digital version of this toolkit, the links to the resources can be clicked for direct access to the source. When using the printed version, the templates can be found at the end of the guide.

This toolkit rests on a few key assumptions: One, that the data communicated in the reports are sound, accurate and that all limitations are acknowledged. Two, that the potential users and

*

The overall communications objectives differ from the SOCO **in terms of scope.** The SOCO is the specific, key message from a report, whereas the communication objectives include the reason why a report is being published, its intended audience and the follow up actions that its publication should promote.

stakeholders influenced by the report were consulted to inform the purpose and direction of the report. Three, it only focuses on communication related to the dissemination of public health reports and doesn't discuss other aspects of health communication.

Finally, given that the various reports or other products being communicated may vary significantly in content, target audiences, objectives, country-contexts and completeness of data, the toolkit is designed to be flexible and adaptable to the particular context and product. However, the principles and steps covered in the guide are good practice and apply to the dissemination of all manner of public health reports.

Objectives of the toolkit

- Assist Vital Strategies D4H colleagues in providing technical assistance to country partners on the development of a communication strategy for public health report dissemination.

- Provide a flexible step-by-step overview, practical tools, templates and examples on developing a communication strategy for public health reports.

- Offer recommendations on monitoring and evaluation of communications dissemination.
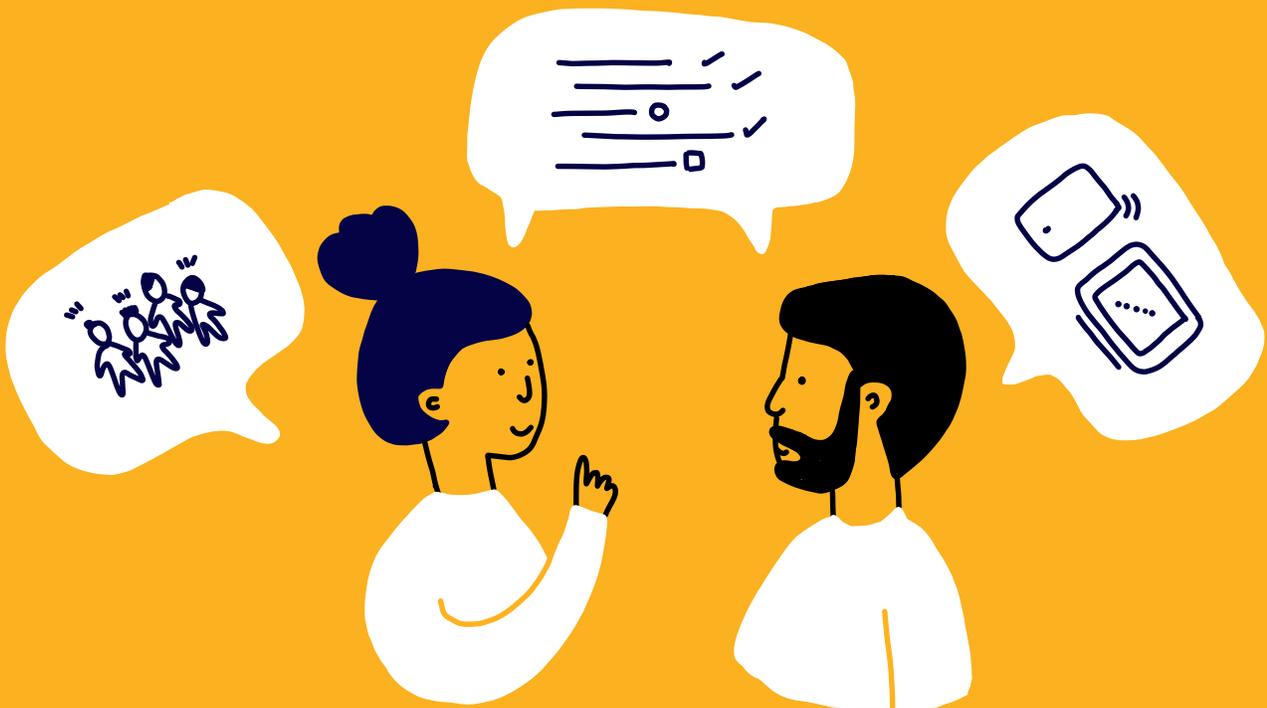
Developing a Communication Strategy

STEP 01 Define Communications Objectives

DESCRIPTION

This first step in developing a communication strategy for a report is to clarify the communication objectives of the document. The objectives should be clear during the report planning phase (e.g. a Cause of Death report will influence allocation of the health budget) and inform the way that reports are presented and ultimately how—and to whom— they are disseminated. Objectives can be clarified later on in the process or even after a report has been published, although clarifying objectives in advance is preferred. The objectives should also identify the desired actions that report producers want to occur based on the contents of the report. This process should answer the following questions, which will be reiterated in the set of toolkit steps that follow.

RESOURCES

	TEMPLATE	P.32
	Communications Plan	

	EXAMPLE	P.11
	Communications Objectives for a Cause of Death Report	

When developing a communication strategy, TAs and CCs can ask countries to consider the answers to these questions which bring together the critical components of the plan:

WHY

Why are you communicating?

- What actions do you want the communication to promote?

WHAT

What are you communicating?

- What is your Single Overarching Communications Objective (SOCO)*?
- What is the MOST important message that needs to be communicated?
- What are the other key messages?

WHAT

What strategies will you use to communicate?

- What will you do to ensure that you are reaching your audiences?

WHO

Who do you need to communicate with and who will be responsible for the communication?

- Who are your target audiences and who are the team members responsible for reaching them?

WHERE

Where will you reach the target of your communication?

- What are the available channels of communication you can take advantage of?

WHEN

When will you communicate?

- Is there optimal timing for releasing certain information in terms of the planning cycle?

EXAMPLE
Communications Objectives for a Cause of Death Report

Produce legislative or policy change

"The leading cause of death in adolescents, youth and adults is traffic injuries, and this is where public policy should be strengthened". #UnidosSalvemosVidas" Maria del Carmen Calle, Vice-minister of Health, Peru

"This [cause of death report] is one of the most important technical documents published in the last 30 years which will guide state health policy in the subsequent decades." Director of Epidemiology and Disease Prevention and Control, Ministry of Health, Peru

Priority setting based on the data

"Among illnesses, acute lower respiratory infections or pneumonia are the leading cause of death in Peru. The Ministry of Health will vaccinate older adults, the most affected." Maria del Carmen Calle, Vice-minister of Health, Peru

Findings that cervical cancer has increased in rural areas has raised awareness that screening and detection services should be placed in more proximate area: "Peru Against Cancer Week." Director of Epidemiology and Disease Prevention and Control, Ministry of Health, Peru

Increase political and financial investment to a program

"[I]t [the report on causes of mortality] will be of great importance in determining the types of personnel resources needed in Peru and stimulate health investments by regional government." Director of Epidemiology and Disease Prevention and Control, Ministry of Health, Peru

Advocacy to engage civil society

The Ministry of Health [Peru] shared a press release titled 'Deaths Related to Motor Vehicle Injury increased in the past 30 years'. This was issued ahead of a long holiday weekend, when motor vehicle accidents usually increased, and referenced the mortality report.

Publicize/promote use of the data

"This is an important document that allows us to take advantage/make use of statistics from the Ministry of Health, national statistics office (INEI) and civil registrar (Reniec), and marks an important milestone for the analysis of mortality in Perú." Dr. Aníbal Sánchez, Deputy Chief of Statistics of INEI

ONLINE DOCUMENT

Cause of Death Report, Peru –Spanish

STEP 02 Identify Target Audiences

DESCRIPTION

In our work, the audiences that are of highest priority are internal— those responsible for resource allocation, decision- and policy-making. Reaching these internal audiences may not always be straightforward and likely requires a broad approach. Personal networks within and between agencies are an important conduit for accessing relevant audiences as are using existing processes or systems for dissemination, e.g. standing meetings. In other cases, it may be helpful to enlist the media, and through them the public. This external pressure can often influence decision-makers to take action.

RESOURCES

GUIDE	P.14
Potential audiences for public health communications	

CHECKLIST	P.15
Tailoring communications to the appropriate target audience	

For these reasons it is important to think comprehensively about potential target audiences and the way that they may complement each other.

The following steps are useful for countries to address when considering the landscape of potential target audiences.

1 **List all possible audiences for your communication**

- Be sure to consider both **internal and external** audiences.
- Consider **primary audiences** (e.g. government decision makers), who can directly affect your goal and secondary audiences (e.g. media and public) who can influence the primary audience in what decisions they make.
- Consider how your audiences may differ at the **global**, **national** and **sub-national** levels and think about the level you want to reach.

2 **Categorise your audiences**

- Technical proficiency: each group will have different communication needs.

3 **Prioritise to whom you will communicate**

- Consider what your objectives are and who will be most influential in achieving those objectives.
- If you conducted stakeholder mapping in the planning phase, or have time to do so now, refer to your map to identify influential target audiences.

4 **Identify who will help you to communicate with these audiences**

- Identify any potential policy-champions.

5 **You can begin to link your audiences and the objectives**

TAILOR COMMUNICATIONS TO TARGET AUDIENCES

Once target audiences have been identified, it's essential to tailor communication to the specific needs of the various target audiences. Review the checklist on the next page for guidance on how to approach the various audiences.

GUIDE
Potential audiences for public health communications

TECHNICAL > LEVEL	High	Medium	Low
Potential Audiences	• Researchers • Program Managers	• Senior Government Decision-makers • Policy Makers • Health Care providers • Civil Society Organisations / Development Partners • Funders/Donors • Media	• General Public
Purpose of communication	• Inform of and share data available for further analysis	• Motivate resource allocation • Inform on critical health issues	• Communicate basic health information • Advocate for government action on a health issue
Additional products to support technical report	• Datasets • Query system	• Policy brief	• Press releases • Social media posts

CHECKLIST
Tailoring communications to the appropriate target audience

Highly Technical Audiences

available.

☐ Provide more detailed information: Make use of appendices to provide more detailed information and consider developing online query systems or having datasets ready to share.

☐ Use existing technical platforms: Specific forums and technical meetings can be helpful to address more specific technical questions and needs.

☐ Always consider the most lay person: Even when offering technical information, consider the needs of less technical people and offer more explanation where needed.

Non-Technical Audiences

☐ Summarise and simplify: we need to condense and convey hard to understand information to people who are not familiar with the topic and/or with epidemiology.

☐ Use brief and concise language.

☐ Use boxes and summaries.

☐ Use familiar types of data like round numbers.

☐ Present data transparently and completely.

☐ Make it meaningful and useful: package the information to emphasize why the audience should care about the issue and how they can use the information.

☐ Make it easy for them to relate; make it interesting.

☐ Provide information that gives them context.

☐ Address uncertainty: if they have mistaken beliefs, address them!

Example Audience: Policymakers

☐ Make it accessible: information is needed in a timely and accessible manner, including in formats and forums that they are participating in.

☐ Limit the technical jargon, and use more accessible terms.

☐ Provide short summaries: Limit to only necessary information such as the objectives, limitation and reasons why they should care about this information.

☐ Keep it action oriented: Focus less on the details of the data, more on the recommendations for action.

☐ Make it policy-oriented: Package information for use in decision-making or for policy development; make information about the implications of supporting this information

STEP 03 Determine a Single Overarching Communications Objective (SOCO)

DESCRIPTION

The **SOCO or Single Overarching Communications Objective** is the key message for audiences to take away from a communication. The SOCO approach can be applied to any communication and will help to ensure that the critical messages of the report producers are front and center. Long and comprehensive public health reports may have several SOCOs, while shorter, topical reports may not. There are **key points** for countries to consider when developing an effective SOCO.

Developing a SOCO is a critical element of leveraging publication key messages but is sometimes a new approach to sharing important messages. It is often an area where technical assistance is valued.

KEY POINTS WHEN DEVELOPING AN EFFECTIVE SOCO

- **Clarity:** Having a clear objective helps focus your communication and keeps it from being confusing. If it is confusing, it will not appeal to people (and diminishes your credibility).

- **Intuitive:** People need to be able to understand what you are asking them to do and why it matters, and can act accordingly.

- **Simplicity:** Use language, visuals, and ideas that are easy to process quickly.

- **Outcome oriented:** The SOCO focuses on what action you want the audience to take as a result of receiving the message.

RESOURCES

| TEMPLATE | P.33 |
| SOCO | |

| EXAMPLE | P.17 |
| SOCO | |

EXAMPLE
Single Overarching Communications Objective (SOCO)

Steps	Example Peru Cause of Death Report
Key Message In one brief paragraph, state the key point or objective you want to communicate	Peru published a national report "Analysis of the Causes of Death in Peru 1986-2015." in 2018. The focus of the report was to identify inequalities in causes of death and allow comparison of different groups i.e. those living in rural vs. urban areas, under varying economic conditions and in specific geographic areas.
At Least Two Key Facts What are the two most important facts you need an individual to understand about the topic you are communicating? Note that there could be more than two important facts in a long report but that you would not want an extensive list.	**1** Mortality decreased by 43% between 1986 and 2015, but was unevenly distributed, with smaller gains among people living in rural areas and in the Coast region. **2** Although the national rate of mortality from cancer has remained relatively constant to other diseases, there has been a significant decrease in cancer mortality among urban groups and an increase in rural groups.
Target Audience Who is the main audience or population segment you would like this message to reach? Who is the secondary audience?	**Primary Audience** • Policymakers in health and other sectors • Technical audiences using mortality data **Secondary Audience** • Civil society and general public
Communication Objective What is the main message or action someone needs to understand?	This information can be used for prioritizing health issues and identifying where and to whom to target interventions.

ONLINE DOCUMENT

Cause of Death Report, Peru -Spanish

TEMPLATE P.33

SOCO

STEP
04
Identify Communication Channels and Strategies

DESCRIPTION

Communication channels and communication strategies are the ways to reach and create dialogue with target audiences.

From a communications perspective, it is important to ensure that products are available for target audiences to access them and to identify opportunities for wider sharing where possible and appropriate. Work with countries to consider the channels that are available and other opportunities for dissemination, including contacting people who may have an ancillary interest in report contents.

RESOURCES

> **GUIDE**   P.20
> Communication
> Channels by Audience

STEPS TO REACHING TARGET AUDIENCES

1 **Determine the most appropriate communication channels for each group or type of target audience:**

Consider a mix of face-to-face opportunities where appropriate and ensure the report/product is available in an electronic version for dissemination online.

2 **Understand all aspects of your communication channels:**

Where will you reach people? This will include the technology used and settings where target audiences are found (e.g., school, homes, work, clinic, community).

3 **Consider the dose:**

How much will be the right "dose" of information, and for it to be applied at the right time.

- When will the dissemination start and finish?

- How many messages, how often and when exactly?

- When will your audience be most receptive to your message?

4 **Engage your policy-champions:**

- Who can help you to access the target audiences? And, who can help you deliver the messages?

- Who are the most trusted and influential sources of health information for your audience?

5 **Liaise with press or communications office:**

The MOH in-house communication experts should be looped in at the beginning of the report production process. They will be essential in offering possible communication channels and supporting your strategies.

6 **Make the products available online:**

Technical developers of the report/product would ideally consider opportunities to make the data available to audiences including researchers and other government officials. This could include detailed tables, complete datasets, data query systems, portal or presentation of data through other existing ministry tools.

GUIDE
Communication Channels by Audience

Government Officials & Policymakers

- Policy briefs, brochures, executive summaries
- Face-to-face meetings
- Dashboards
- Media
- Public websites
- Social Media

General Public

- Social media
- Magazines
- News media
- Radio and TV
- Web-based media
- Leaflets and flyers

Program Managers

- Monthly/quarterly reports
- Executive summaries
- Audio-visual presentations
- Public websites
- Special topic reports

Technical & Development Agencies

- Full annual reports
- Audio-visual presentations
- Public websites
- Brochures

Civil Society, NGO, etc.

- Social Media
- Fact sheets
- Brochures
- Public websites

Academic Researcher

- Technical reports
- Research databases
- Websites
- Peer-reviewed articles

STEP 05 Develop a Social Media Strategy

DESCRIPTION

Depending on the country context, developing a social media strategy may be a useful counterpart to traditional channels of dissemination. Even if the agency with which you are working doesn't have a strong social media presence or social media is not a key channel of communication for the identified target audiences, it is still useful to think about how social media can be harnessed to share information about the existence and findings of the report. Also consider how Vital Strategies' social media channels might be useful in publicizing country report findings.

KEY POINTS

When discussing social media options with countries, consider the following points:

- Social media can be used widely to **engage** with the general public as well as for **advocacy**, engaging with other organizations, funders, policymakers etc.

- Consider what the most widely used social media **platforms** amongst your **target audiences** are.

- Among the most relevant for engaging with the general public from an organizational perspective, as well as with other organizations and policymakers include:

  Twitter   Facebook   LinkedIn

Key reasons to use social media

- Disseminating research and other documents

- Building networks for advocacy

- To engage with policymakers and organizations with political or financial influence

- To publicize new health information

Some tips for using these mediums

- **Facebook posts and Tweats:** keep them short and catchy. Ask a question. Share a link with an image.

- **Use #hashtags:** short, no spaces, few characters, use relevant and pre-existing hashtags to contribute to conversations

STEP 06 Create a Communications Plan

☑ **Step 1**
Communication Objective(s)

☑ **Step 2**
Target Audience(s)

☑ **Step 3**
The SOCO

☑ **Step 4**
Communication Channels and Strategies

☑ **Step 5**
Social Media Strategy

☐ **Step 6**
Communications Plan
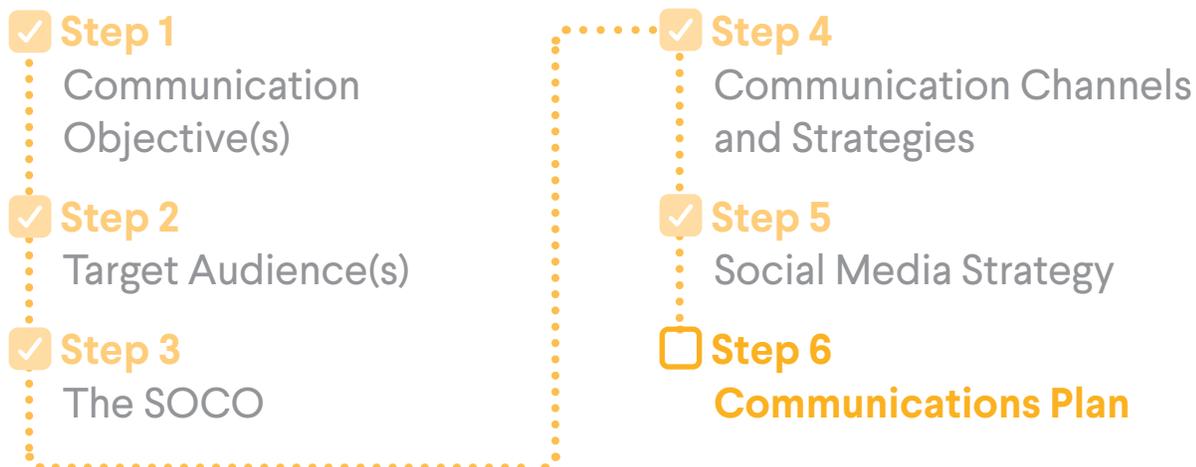
DESCRIPTION

The completion or consideration of the previous steps means that countries are ready to compile the information they have gathered into a **Communications Plan**, made up of the following components: Communication Objective(s), Target Audience(s), SOCO, Communication Channels & Strategies, and the Social Media Strategy (see example on the next page).

RESOURCES ⭢

TEMPLATE	P.32
Communications Plan	

EXAMPLE	P.23
Analysis of Causes of Death Report in Peru	

EXAMPLE
Communications Plan: Analysis of Causes of Death in Peru

Project Name and Department			CDC Peru, Ministry of Health		
Overall Communications Objective(s)			Analysis of Causes of Death in Peru (1986-2015) Report produced		
Product / Deliverable	**Audience**	**Message**	**Channel(s) of Communication**	**Publication Date**	**Project Manager**
Mortality Full Report	Technical Audiences	Overview of causes of death on a national level	• Online (MOH website) • Hardcopy • Press Release	Released at publication launch eve	National Center of Epidemiology-MOH
Mortality Brochure (Spanish)	Policymakers	These are the health areas that we need to focus on	• Meetings • Internal Briefings	Released at publication launch eve	National Center of Epidemiology-MOH
Mortality Brochure (English)	English speaking audiences (technical)	Leading causes of death in Peru from past 30 years	• Online (MOH website) • Hardcopy • Press Release	Released at publication launch eve	National Center of Epidemiology-MOH
Mortality Atlas (Spanish)	Technical Audiences	Visual guide to causes of death	• Hardcopy • Online • Intranet/ Dashboard	Released at publication launch eve	National Center of Epidemiology-MOH
Press Release	Journalists	Mortality from road traffic accidents is a leading cause of death	• Online (MOH website) • Hardcopy • Press Release	Provincial Elections, October 2018	Communications Office
Social Media (eg Facebook Twitter)	General Public				
Activity with actors	General Public	Take care when driving	Activity Plaza north Grand Terminal, Lima		

ONLINE DOCUMENT
Cause of Death Report, Peru—Spanish

Managing the press

STEP 07 Develop a Press Release

DESCRIPTION

A press release is an official announcement issued to the news media. It is used to inform the media about an event, key finding or other information of interest to the Ministry's/Agency's audiences. The press, or the media, are an important way to convey information, and are often the Ministry's/Agency's way of reaching the general public and other audiences.

The media have their own biases, and it is not possible to control how they cover stories. Therefore, a press release can be an important tool in guiding media understanding of the contents of a public health report. Press releases need to be very clear about what is being conveyed to audiences. Having a strong SOCO will make the press release writing process much more straightforward.

RESOURCES

	TEMPLATE	P.34
	Press Release	

	EXAMPLE	P.26
	Press Release	

KEY CONCEPTS FOR COUNTRIES TO KEEP IN MIND WHEN DEVELOPING A PRESS RELEASE:

- Keep media communications short, simple and focused to two or three key messages.

- Don't overload the audience with too much information!

- Keep messages in lay, simple language to ensure everyone will understand.

- The heading should contain action verbs (identify, recommend, decide, analyze, solve).

MORE INFORMATION
Step 02: Identifying Target Audiences (p.12)

- The first paragraph should answer **who**, **what**, **why** and **where**

- There should be a clear SOCO

- Data shared should support the SOCO

- The press release should contain understandable language for the target audience and a memorable quote from an expert or ministry leader.

MORE INFORMATION
Step 03: Determine a Single Overarching Communications Objective (SOCO) (p.16)

EXAMPLE
Press Release from the Ministry of Health, Peru

MINISTRY OF HEALTH (MINSA) PRESENTS ANALYSIS OF CAUSES OF DEATH IN PERÚ (1986-2015)

Up-to-date information on mortality trends has been made available by the country of Peru, enabling better health planning for the next decade.

The National Center for Epidemiology, Disease Prevention and Control (CDC Peru) of MINSA has published the document "Analysis of Causes of Death in Peru, 1986-2015".

This document has been prepared through the coordinated work by MINSA (CDC and OGTI) of INEI, Reniec and the technical support from Vital Strategies and Bloomberg Philanthropies. It contains trends in causes of death in Peru over the past 30 years; those that are analyzed in the urban and rural sphere, by regions, departments and poverty status; which makes it possible to know and understand the mortality situation of the country.

Dr. Aníbal Sánchez, Deputy Chief Statistics Officer of INEI, stated that "this is an important document that allows to take advantage of the vital statistics of MINSA, INEI and Reniec, and marks a very important milestone of mortality analysis in Peru".

The importance of chronic noncommunicable diseases in the country's mortality profile is now confirmed. This document also highlights the achievements made in interventions aimed at communicable diseases over the past 30 years. However, further work is still needed to close the identified gaps which disadvantage rural areas and poor areas for certain diseases.

The publication of the Analysis of Causes of Death in Peru (1986-2015) is available at:

http://www.dge.gob.pe/portal/index.php?option=com_content&view=article&id=255&itemid=15

Lima, October 2nd, 2018

Contact information: Always include contact information for any follow up questions or requests for interviews.

Headline: Includes the key message in the headline.

Subhead: Offers slightly more information about the issue.

Introduction:

Who? National Centre of Epidemiology, Prevention and Control of Diseases, Ministry of Health, Peru

What? Published a report called 'Analysis of Causes of Death in Peru, 1986-2015'

When? 2 October 2018 (date of publication is shared at the bottom of this press-release)

Where? Lima, Perú

Why? This analysis has been performed to know and understand the situation of mortality in the country.

Quote: The third paragraph offers a quote from Dr. Aníbal Sánchez, Deputy Chief of Statistics of INEI.

Boilerplate: Tells the audience where they can find more information. In this example they share that the publication is available online, and share it's link.

STEP 08

Organize a Press Conference & other Dissemination Meetings

DESCRIPTION

Organizing a press conference can be an efficient and timely way to address the media in a controlled environment, and to gather the attention of key policymakers. The media can be a strong ally in disseminating information to a variety of audiences and generating public pressure for important health issues. The most effective press conferences focus on one Single Overarching Communication Objective (SOCO) and have a press release that is shared electronically or in print, where necessary. It is important to invite the relevant members of the media to the press conferences and conduct an open question and answer session once the key messages have been shared.

IMPORTANT THINGS FOR COUNTRIES TO CONSIDER WHEN ORGANIZING A PRESS CONFERENCE:

- A clear and succinct **Single Overarching Communication Objective**
- A SOCO that is supported by **clearly presented data or statistics**
- A short **press release** for distribution at the press conference
- Allowing for sufficient **time for questions and answers**

ORGANIZE PROFESSIONAL AND/OR TECHNICAL MEETINGS

For reports that are comprehensive and contain new information, organizing a professional meeting can be an ideal forum for sharing key messages and gathering feedback from stakeholders, decision-makers and peer audiences. These meetings can run the gamut from formal events involving external audiences to less formal internal meetings inviting targeted participants.

Monitoring Communications

Description, Objectives, Things to Consider & What to Measure

DESCRIPTION

This section gives some **suggestions on how to monitor the effectiveness of a communication strategy**. This will help countries to understand whether the communication tools and products reached the targeted audience, and to keep track of what actions they may have taken in response to the product/report.

This is also a time for them to consider how to make the **communication efforts replicable** in the future, and a time for accountability to ensure the product/ report communications efforts was of high quality and useful to the audience.

This section may also be able to be incorporated into a wider monitoring and evaluation (M&E) review of the product/report.

The following guidance can assist in countries' M&E of report dissemination.

RESOURCES ▷

| CHECKLIST | P.31 |
| Evaluation | |

OBJECTIVES

- Develop a plan to track the users of the product and its media coverage

- Review how you implemented your plan for successes and areas for improvement

- Document the process so these communications efforts can be replicated for future reports or products

THINGS TO CONSIDER

- **Keep it simple!** Don't overburden yourself with indicators; just make sure whatever you capture is meaningful

- **Timeline:** Identify times to monitor progress of the communication plan, i.e., after 1 day, 1 week, 1 month, 3 months, 6 months

- **Conduct a SWOT analysis** to identify strengths and weaknesses, obstacles and threats of the communication effort and track learnings for future communications efforts

- Document and implement recommendations for future efforts and approaches for success

- Media contact must be followed up by media surveillance and an analysis of the outcome of that contact

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WHAT TO MEASURE

Reach:

- How many people did we reach through our communications?

- How successful were we in reaching our targeted audiences?

- How many articles were referenced by the media or in other channels?

Reaching goals

- Were there any policy changes as a result of information shared?

Channels:

- Were the dissemination channels effective to reach the target audience?

- Were they appropriate to share the key messages and reach objectives?

Use of the information:

- Was the information used, and if, how was it used?

Data Impact Program

INDICATORS

Some possible indicators for monitoring your communication activities are listed below. We would recommend combining this with some qualitative measures to capture the stories, links, articles that are produced. You could incorporate these into your communications plan, so that they align with your objectives.

- # of communication materials and/or reports disseminated
- # of media interviews conducted
- # of references in media
- # of times website/tools is accessed/downloaded and their dates
- # of shares
- # visits to website/page
- # media coverage

CHECKLIST

Evaluation: Questions to consider when evaluating the success of a communication strategy

Reach
☐ How many people did we reach through our communications?
☐ How successful were we in reaching our targeted audiences?
☐ How many articles were referenced by the media or in other channels?
Channels
☐ Were the dissemination channels effective to reach the target audience?
☐ Were they appropriate to share the key messages and reach objectives?
Reaching goals
☐ Were there any policy changes as a result of information shared?
Use of the information
☐ Was the information used, and if, how was it used?

Templates

TEMPLATE
Communications Plan

Project Name and Department					
Overall Communications Objective(s)					
Product / Deliverable	**Audience**	**Message**	**Channel(s) of Communication**	**Publication Date**	**Project Manager**

TEMPLATE

Single Overarching Communications Objective (SOCO)

Steps	
Key Message In one brief paragraph, state the key point or objective you want to communicate	

Steps		
At Least Two Key Facts What are the two most important facts you need an individual to understand about the topic you are communicating? Note that there could be more than two important facts in a long report but that you would not want an extensive list.	**1**	
	2	

Target Audience Who is the main audience or population segment you would like this message to reach? Who is the secondary audience?	**Primary Audience** **Secondary Audience**
Communication Objective What is the main message or action someone needs to understand?	

TEMPLATE
Press Release

Headline: Includes the key message in the headline.

Subhead: Offers slightly more information about the issue.

Introduction: Who? What? When? Where? Why?

Quote

Boilerplate: Tells the audience where they can find more information.

Contact information

GO BACK TO
Step 07: Develop
a Press Release (p.25)

ORIGINAL DOCUMENT
Original Press Release in Spanish

For example on p. 26

MINSA PRESENTA ANÁLISIS DE LAS CAUSAS DE MORTALIDAD EN EL PERÚ (1986-2015)

Se pone a disposición del país, información actualizada sobre tendencias de mortalidad, que permitirá una mejor planificación en salud para la próxima década.

El Centro Nacional de Epidemiología, Prevención y Control de Enfermedades (CDC Perú) del Minsa, ha publicado el documento Análisis de las Causas de Mortalidad en el Perú, 1986-2015.

Este documento se ha elaborado gracias al trabajo coordinado del Minsa (CDC y OGTI) del INEI, la Reniec y el apoyo técnico de Vital Strategies y Bloomberg Philanthropies. Contiene información sobre las tendencias de las causas de muerte ocurridas en el Perú en los últimos 30 años; las que son analizadas en el ámbito urbano y rural, por regiones, departmantos y condición de pobreza; lo que permite conocer y entender la situación de la mortalidad del país.

El Dr. Aníbal Sánchez, Sub Jefe de Estadísticas del INEI expresó que "este es un documento importante que permite aprovechar las estadísticas vitales del Minsa, INEI y Reniec y marca un hito muy importante de análisis de la mortalidad en el Perú"

Se confirma la importancia de las enfermedades crónicas no transmisibles que tiene en el perfil de mortalidad del país. También se pnoe en evidencia los logros alcanzados en las intervenciones dirigidas hacia las enfermedades transmisibles en los últimos 30 años. Sin embargo, todavía es necesario seguir trabajando en el cierre de las brechas identificadas que pone en desventaja a los ámbitos rurales y zonas pobres para determinadas enfermedades.

La publicación del Análisis de las Causas de Mortalidad en el Perú (1986-2015) se encuentra disponible en:

http://www.dge.gob.pe/portal/index.php?option=com_content&view=article&id=255&itemid=15

Lima, 02 de octubre de 2018