

## Crafting Clear Communications Checklist

Your message will be very different if you are recruiting participants than if you are trying to rally the public, or if you are trying to convince a population at risk to change their habits. Planning the content of your message is necessary to making it effective.

*Recommended data collection, analyses and interpretation:* Use this checklist to ensure that your communications will be effective in engaging the audience. The design tips below provide tips and guiding principles for drafting, designing, and producing your communications material.

Elements of a communication plan often include:

- Identifying 3-5 key messages
- Identifying a credible spokesperson
- Identifying target audiences, internal and external

Key Messages should:

- Inform
- Promote
- Involve

### Design Principles

- Think about how you will distribute the information – handout or display.
- What size do you want it to be? Something that individuals can put in their pockets? Consider a business card.
- Paper color and texture play an important role. Gloss paper with bold colors creates an upscale image. Plain copier paper creates a poor image.
- Are you going to print this or have a professional printer do this? Check with a printer while you are designing the information/ promotional piece. They can help with selecting color and paper and let you know if the size you are considering is standard or will require special cuts (more expensive).
- Check with your printer for the most economical paper size in the color, weight and texture of your choice. You might even consider papers that come pre-printed in a variety of colors and graphics.
- The content should be printed in black. Then use a second color to highlight your agency name, logo and borders.

Cultural and ethnic considerations – know your audience. Test your materials with the target audience, and work with local organizations that also serve that audience for translation and interpretation services.