## Step 3: Developing a Communication Plan

An effective Communication Plan will provide you with a focus and priorities for your communication activity around the TeleHealth programme rollout. This plan will determine:

- Your objectives
- Your audiences
- The tools you will use
- Your timetable

### Define your overall communication objectives

(Articulate the communication results you would like to achieve here)

### List your audiences and the communication objectives/messages you would use with each

(In addition to potential customers and the media this list could include internal audiences such as employees or Board of Directors)

### List your tactics

(For each of your audiences list the tactics and associated tools you will use to communicate with them. This may be via website, e-newsletters, direct mail, media, corporate events etc)

### Your timeline

(You will most likely have a different timeline for each audience with whom you are communicating. Timelines could be presented as:

<table>
<thead>
<tr>
<th>Audience</th>
<th>Communication Objective/Message</th>
<th>Tactics</th>
<th>Timeline</th>
</tr>
</thead>
</table>

### Evaluation

(Include a method to evaluate your results.)