PREVENTION PROGRAMS

Communications Plan Template Guidance

This following information should be used to guide the development of your funded programs proposed annual Media, Marketing and Communications Strategy and Implementation Plan to Health and Wellbeing Queensland.

Note – if your organisation produces a similar document as part of its annual communications planning, please submit those existing plans rather than recreating a new one.

The section headings and detail prompts ensures a clear, consistent, and evidence-informed approach to communications that aligns with your program objectives, supports public health outcomes, and meets the expectations of funding partners. The plan provides a structured framework to coordinate messaging, engage priority audiences, maximise program visibility, and monitor communication impact over the course of the year.

By supplying this information, Health and Wellbeing Queensland will be able to provide strategic marketing advice to help you achieve your objectives, as well as identify opportunities for collaboration, cross-promotion and cost-saving with Health and Wellbeing Queensland and its other community-based prevention programs.

For any assistance with this template please contact the Prevention Programs Team on PreventionPrograms@hw.qld.gov.au.

	Section	Details to Include	Notes / Prompts
1	Program Overview	• Program name and description • Purpose and public health focus • Funding partner name • Strategic alignment	Brief and to the point. Consider referencing how the program aligns with state/national health priorities.
2	Communications Objectives	• SMART objectives (Specific, Measurable, Achievable, Relevant, Time-bound) • How comms supports program outcomes and funding expectations	E.g. 'Increase awareness of X by Y% among [target audience] by [date].'
3	Key Messages	• Core program messages • Messages tailored by audience (community, professionals, stakeholders) • Messaging tone and language considerations	Include any behavioural insights or tested messages, if applicable.
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5	Channels and Tactics	• Owned (e.g. website, eDMs, social media) • Earned (e.g. media outreach, interviews) • Paid (e.g. digital ads, sponsored content) • Partner channels	Highlight any cross-channel campaigns or integrated approaches.
6	Content and Campaign Calendar	• Key campaigns, events, seasonal moments • Timeline of activities across the year • Launch or milestone events	Consider a month-by-month format, or Gantt-style layout as an attachment.
7	Risks and Issues Management	• Key communications risks • Mitigation strategies • Escalation or crisis response plan	Include how sensitive topics (e.g. stigma, political context) will be handled.
8	Monitoring and Evaluation	• Metrics (reach, impressions, engagement, media pickups, sentiment) • Evaluation methods • Reporting timelines to funder	Link outcomes to communication objectives. Consider qualitative impact too.
9	Resourcing and Roles	• Comms lead and key team members • Responsibilities • External support or suppliers (if relevant)	Clearly define roles in delivery, approval, and reporting.

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