

## **Initial considerations**

For your health and wellbeing strategy to be a success, it's essential that you follow some key communications steps.

**Step 1** - Define the objectives of the campaign/initiative and what your key messages and purpose will be.

**Step 2** - Meet with key stakeholders and communications colleagues to discuss your plans and seek their advice, support, ideas and expertise. Ensure the messages you want to communicate, and how they are communicated fit with the wider organisation's strategy.

**Step 3** - Identify your target audience and decide on the channels that will be most effective to reach them.

**Step 4** - You will need to work out if any of your activities have costs associated with them which may affect some of your plans. You also need to consider what resources are required to deliver your campaign.

**Step 5** - Decide how you will launch your campaign or initiative. You may need to plan events and activities, ensure you give yourself enough time to promote this activity to your target audience.

**Step 6** - Collaborate where possible with other teams. Perhaps you want to achieve the same goals and send the same message. Joining up communications efforts can help reach a wider audience through tapping into each other's networks and connections.

**Step 7** - Once the campaign launches, monitor it regularly to help you produce an accurate evaluation report. Once you have delivered the campaign or initiative you will need to produce an overall evaluation report.