PROCESS OF PLANNING PUBLIC HEALTH PUBLICATIONS OPERATIONS

What do you want to say? (Message----SOCO)

To whom do you want to say it? (Audience)

Through what channel can you say it most effectively? (Medium)

When can you say it with greatest effect? (Timing)

What do you want to have happen as a result of your message? (Impact)

How much will it cost to convey your message? (Resource expenditure)

How will you determine how effective your message has been? (Evaluation)

How will you modify your message to make it more effective for the next dissemination? (Modification)

QUESTIONS TO DETERMINE NEED, FEASIBILITY, AND SUPPORT FOR A PUBLISHING PROGRAM:

I. Matters of Policy
   --Who is responsible for what?
   --What positions are in the production office?
   --Who contributes material for publication?
   --Who reviews/clears material for publication?
   --Who has final authority for decisions?

II. Matters of Content
    --How long in advance will you plan content?
    --What length and frequency will your publication have?
    --Who writes editorials?
    --What features will your publication include? i.e., reports, editorials, data summaries, letters to the editor, etc.
    --How will you arrange material within the publication?
--How will you list credits?
--What style will you use for references?
--What language will you use for the publication?
(Will you have foreign-language summaries?)

III. Matters of Procedure
--How often will you publish?
--When and how will you review this schedule?
--Who will do the production schedule?
--When and how will this schedule be revised?
--Who is responsible for staff? (Evaluation, training, promotion, etc.)
--Who is responsible for budgetary planning?
--How often will your budget be reviewed and approved? By whom?

IV. Matters of Politics
--Where does your operation reside in the Ministry of Health?
--Who is for and against what you are doing?
  What are their positions?
--Do you have direct contact with the Minister?

V. Contingency Planning
--What plans do you have to create a positive relationship with the mass media? Foreign journalists/publications?
--How will you deal with health emergencies?
--Do you have information specialists in the Ministry? If yes, how will your office relate to them? If no, can you have someone in your office named official spokesperson for the Ministry?