

## Communication Matrix

Communication involves sharing information about your school health program in ways that make it understandable and useful to stakeholders. You can do this by using a variety of communication formats and channels. A communication format is the actual layout of the communication you will use, such as reports, brochures, one-page descriptions, newsletters, executive summaries, slides, and fact sheets. A communication channel is the route of communication you will use, such as oral presentations, videos, emails, webcasts, news releases, and phone conferences. Both the formats and channels should take into account the needs of different audiences, the type of information you wish to provide, and the purpose of the communication. You can use the following matrix to help you plan your communication process.

What Do You Want to Communicate?	To Whom Do You Want to Communicate?	How Do You Want to Communicate?	
		Format(s)	Channel(s)
<i>Example: Strategies included in plan</i>	<ul style="list-style-type: none"> <li>• <i>Project Officer</i></li> <li>• <i>Program staff and implementers</i></li> <li>• <i>Community partner organizations</i></li> <li>• <i>State health department</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Strategic plan document</i></li> <li>• <i>Strategic plan document</i></li> <li>• <i>Executive summary</i></li> <li>• <i>Slides</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Email, phone conference</i></li> <li>• <i>Email, in-person meeting</i></li> <li>• <i>Webcast</i></li> <li>• <i>In-person oral presentation</i></li> </ul>