

Program Communication Tracking Tool

Communication involves sharing information about your school health program in ways that make it understandable and useful to stakeholders. This tool can help you track communications with your various audiences, including the communication format(s) (the layout of the communication, such as newsletters) and the communication channel(s) (the route of communication, such as oral presentations), audience feedback on the communication message, and next steps you need to take in response.

Communication	Date	Audience(s)	Communication Format(s)	Communication Channel(s)	Audience Feedback and Next Steps
Example: Annual Progress Report	2/28/09	<ul style="list-style-type: none"> • <i>Project Officer</i> 	<ul style="list-style-type: none"> • <i>Written report</i> 	<ul style="list-style-type: none"> • <i>Email, phone call</i> 	<ul style="list-style-type: none"> • Clarify workplan progress and submit revised workplan by 4/1. • Devote more time to Objective 2. Draft proposed activities to present to program staff. • Work is progressing adequately. No next step needed.
	3/15/09	<ul style="list-style-type: none"> • <i>Program staff</i> 	<ul style="list-style-type: none"> • <i>Slides</i> 	<ul style="list-style-type: none"> • <i>Oral presentation</i> 	
	4/1/09	<ul style="list-style-type: none"> • <i>School health councils</i> 	<ul style="list-style-type: none"> • <i>Written summary, slides</i> 	<ul style="list-style-type: none"> • <i>Webcast</i> 	