



Project Communication Plan—XYZ Agency/Company

Name of Project: Discount Fitness Center Network (DFCN) Project

Contact Person: *(Provide name, e-mail, and telephone number.)*

Issue or Problem to Be Addressed: *(Summarize your entire project in a sentence or two.)*

For example, company-wide promotion of the availability of a DFCN that provides nationwide access to discounted fitness centers for all employees, contractors, interns, other staff, and their families

Project Goal & Objectives:

Goal: *(State the project's desired outcome.)*

For example, to increase opportunities for physical activity among employees by increasing access to fitness center membership for all employees nationwide

Objectives: *(State the specific measures used that will determine if the project meets its goal.)*

- *For example, ___% of total XYZ staff members enrolls in the DFCN within 1 year, among locations where DFCN facilities are available.*
- *For example, all employees will have access to at least one in-network fitness center.*

Intended Audience: *(Identify everyone eligible to use the DFCN.)*

For example, all full- or part-time employees, contractors, interns, students, or other staff at XYZ agency/company, retirees, and their families

Communication Strategies: *(Check all that apply. Add other options as appropriate for your company.)*

For example, XYZ agency/company staff members will learn about the new project and the availability of discount fitness center network services and memberships through Intranet Web sites, electronic documents, printed materials, and other communication activities.

Web sites

Employee Intranet site

DFCN's XYZ site

Printed Materials

Posters

Flyers

Payroll stuffers

Informational Brochures

Electronic Documents

E-mail announcements

Company electronic newsletter article

Other Communication Activities

Staff meetings

Health Fair

Contests

Drawings



U.S Department of Health and Human Services
Centers for Disease Control and Prevention



Distribution Plan and Timeline: *(Identify a distribution plan and timeline for implementation for each selected strategy. A sample distribution plan is given for the posters strategy as an example.)*

Strategy	Actions Needed	By Whom	Status
Posters	<ol style="list-style-type: none"> 1. Identify a contact person for each XYZ campus. 2. Provide contact information to DFCN. 3. Provide sufficient posters directly to all XYZ campuses via each campus contact person. 4. Post the posters as appropriate. 	<ol style="list-style-type: none"> 1. XYZ project staff 2. XYZ project staff 3. DFCN 4. Campus contact person 	<p>Completed XX/XX/200X Completed XX/XX/200X In process Start XX/XX/200X</p>