

Strategic Messaging in the Era of Public Health 3.0 Strategic Communication Worksheet

(Adapted from Spitfire Strategies Smart Chart 3.0 <http://www.spitfirestrategies.com/tools/#tab1>)

What do we want to achieve?

Who can make the objective a reality?

What assets do we possess?

What challenges do we face?

How do we define our position? Frame, Fortify and Amplify, or Reframe?

Frame= There really isn't a conversation on the issue yet

Fortify and Amplify= The existing conversation is going well for us

Reframe= The debate is not currently set up in a way to help or recognize PHNs

Who must we reach to achieve the objective?

What are the values of that audience?

How ready is the audience for our message?

What is the best theme to use to reach our audience?