



ACTION FOR PSE CHANGE WORKSHEET

Step 5: Promote – Promote Awareness, Communicate and Educate

Use this worksheet as you consider how to communicate and frame the need for a specific PSE change.

How can your message be best framed for each of your stakeholder audiences? Consider the following:



- What do you want your intended audience to do?
- What do they get out of your intended PSE change? – You’re trying to generate buy-in
- What are your intended audience’s strengths and how can those be incorporated into your messaging? – Help them feel empowered to work toward the PSE change
- How can you use the information and data obtained in the previous steps to determine what stakeholders need/want to hear and understand?
- What cultural and/or community norms can be incorporated to strengthen the message and make it more relevant for each audience? – Do not make assumptions. Work with gatekeepers to inform your messaging
- Have you checked with community members to get their feedback on the messaging?
 - How will you incorporate their feedback?

How will you communicate with your stakeholders? Consider the following:



- How can you best communicate your message so the intended audience understands it? – Consider language proficiency and health literacy
- How can you use the information and data obtained in the previous steps to determine how best to reach your stakeholders?
- Which media platform(s) are best suited to promoting the message for each audience?

How will you get your promotion effort off the ground? Consider the following:



- Will you need specific resources in order to communicate your message? – Decide whether you need financial, in-kind, consultation (advice from experts) and/or access (to people, organizations and systems)
 - How will you obtain the resources?
- Do you have partners with communication experience to help lead these efforts?
- Do any partners have large and influential networks to disseminate the information?
- What obstacles may you need to overcome in order to communicate your message?

Notes:
