## MAPPING YOUR COMMUNICATION ROADS:

Engagement & Dissemination Planning

This planning tool will help your Healthy Start program think about how you utilize new partnerships to make sure your message is heard by the right people. This tool will help your team think about your partners’ audiences, and consider the types of messages and materials that will best speak to those audiences. The information captured by this tool will also make up a large portion of a more comprehensive outreach plan.

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| Engagement & Dissemination Planning | | |
| Partner | Which target audience does this partner reach/represent? | What type of materials/methods are appropriate for these audiences? |
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