**Communication Plan**

**Name of Intervention**

**1. Primary goal**

**2. Objectives**

**3. Branding** (Formal name, logo, tagline, and other branding elements that will help other recognize the initiative.) For example:

**4. Audiences, messages, materials/communication channels**

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| **Audience** | **Key Messages** | **Tactics: Materials/Communication Channels** |
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**5. Timeline**

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| **Tactics**  |  |
| **What** | **Activities** | **Who** | **By When** | **Monitoring** |
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