

## Form

# Communications planning

Use/edit this form when planning to share road safety information with your employees. It helps you focus on key points to ensure you deliver a clear message. It also helps you decide how to share the information, and documents your plan to help fulfill for your training and education requirements.

1. **Topic:** \_\_\_\_\_
2. **Why does this need to be discussed?** \_\_\_\_\_  
\_\_\_\_\_
3. **Who are we sharing this information with (intended audience)?** \_\_\_\_\_  
\_\_\_\_\_
4. **Our goals for sharing this information:**
  - A)
  - B)
  - C)
5. **Our key messages**
  - A)
  - B)
  - C)
6. **When will this information be shared? (Date)** \_\_\_\_\_
7. **How will this information be shared? (Circle all that apply)**

In person	Email	Newsletter	Tailgate meeting
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Other (please specify) \_\_\_\_\_
8. **Who needs to approve this communication?** \_\_\_\_\_

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