



# COMMUNICATION PLAN BLUEPRINT

## **AUDIENCE - WHO is your audience?**

- Students
- Teachers
- Administration
- Other staff
- Parents
- Other community patrons
- Other

## **MESSAGE - WHAT is your message about?**

- Food safety
- Staff members
- Staff accomplishments
- Nutrition Education
- Nutritious Menu Choices
- Wellness Policy
- Price changes
- Allergens
- Other

## **WHAT are two key points?**

1. \_\_\_\_\_

2. \_\_\_\_\_

## **METHOD - HOW will you communicate the message?**

- Web page
- Menu
- Newsletter
- Direct mail
- POS
- Bulletin Boards
- Table tents
- Classrooms
- Presentations
- Other \_\_\_\_\_

## **TIMING - WHEN will you communicate?**

- Daily
- Weekly
- Monthly
- Other \_\_\_\_\_