

Developing an Outreach Plan for NIAM

Step 1: Identify Your Target Audience(s)	
Who is/are your target audience(s)?	
What are the key characteristics of your target audience(s) that are important for tailoring your message (e.g., age, ethnicity, geographic area)?	
What is your behavioral objective?	
Step 2: Identify your messages	
What are your communication goals? How will you evaluate success?	
What are the messages your audience needs to know to perform the desired behavior?	
What is your call to action?	
Step 3: Identify your products/channels	
What are your primary communications channels to reach your primary audience? (e.g., website, social media, newsletter, etc.)	
What products will work best for these channels?	
Do you need to create new products or tailor existing products?	