

# Communications Planning Form



Use 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 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    Other (please specify) \_\_\_\_\_
8. Who needs to approve this communication? \_\_\_\_\_

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