



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 _____