



Communication Planning Worksheet 6b: Identify Measures to Assess your Tactics

❖ Building off your previous Tactics worksheet, consider how you will measure your tactics or communication activities to know if you are making progress (i.e. reaching your audience and getting closer to your objective)?

Example objective: *Engage 30% of St. Coral fishers in the decision-making process to establish a new MPA for Klemmit Reef Atoll by 2020.*

Audience	Tactics to Reach your Objective	Measures
<i>Lobster fishers from St. Coral</i>	<p><i>Examples:</i></p> <ul style="list-style-type: none"> - Host community meetings at popular hangout with food and refreshments creating an opportunity for a prominent St. Coral fisherman – who has experienced the benefits of MPAs – to speak directly with St. Coral fishers about MPAs and how they can participate in establishing one for Klemmit Reef. - Create ads or a news story featuring this lobster fisher and publish it in a popular local paper or magazine that you know your target audience reads. 	<p><i>Examples:</i></p> <ul style="list-style-type: none"> - # of fishermen the prominent fisherman speaks with - # of fishermen who attend an MPA meeting - # of news stories

Audience	Tactics to Reach your Objective	Measurement

This worksheet has been developed based on the Smart Chart strategic communications planning tool from Spitfire Strategies. To learn more, visit: reefresilience.org.