

A Worksheet: Creating a Communications Plan for a School-Based Sealant Program

Objectives:

Audience	Communication vehicles <i>(Emails, text messages, flyers, meetings, newsletters, etc.)</i>	Messages to communicate to each audience	Frequency of each communication vehicle	Person(s) responsible for each communication
Parents and Other Caregivers				
Community Organizations (social service agencies, faith-based, etc.)				

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School District Officials (district headquarters)				
Principals /Other Administrators				

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School Teachers (includes teacher assistants and other staff)				

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School Nurses (and other health-related staff)				
Funders and Other Stakeholders				



This planning worksheet was created in 2017 by the Sealant Work Group, which was convened by the Children's Dental Health Project. Learn more about our mission by visiting www.cdhp.org.