**Call to Action/Action Alert Template**

1. **What is the** **evidence-based “ask”, action, or change** that the people identified in question one will be asked to do? Consider **key message(s)** or resources to be communicated or promoted to the target audience, and behaviors to target. (Carry forward and refine from Q 6 and 7 of domain group worksheet.)

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| --- |
| **Key ask/action/change:** |

Now, **refine by audience or segment**, if needed. Include key **data, resources, or visuals** (infographic, chart, photo, colors, etc.), if appropriate to improve messaging-effectiveness for each audience. *Be as detailed as possible with your ideas.*

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| --- | --- | --- | --- |
| **Who** (from Q1 above) | **Audience-specific Message** | **Data/Resource** | **Visual** |
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1. **Who** are you mobilizing to “take action” (e.g. health providers, school nurses, teachers, parents, child care centers, etc.)? Carry forward & further specify the target audience(s) from Q2 of the worksheet. Identify 1 but no more than 3 segments to mobilize.

5. **Sketch it!** Use this space to provide a visual of how you want images, data, messages, etc. organized for the action alert. Use shapes and label them by content so it’s clear to the designer how you want to utilize the space proportionately. A proof of the design will be shared back with the group.

1. **How** could you **get the word out** about this action alert to the people identified in question one? **Who** should disseminate? Think of at least 2 communication channels and/or network partnerships per audience that could help disseminate the call to action. (If you have more than one audience, these could be the same channels for all audiences.)

|  |  |
| --- | --- |
| **Who** (from previous) | **Communication Channels/**  **Network Partnerships** |
|  | (1)  (2) |
|  | (1)  (2) |
|  | (1)  (2) |

1. **When** should this action alert be activated? When should this action alert be archived? Consider the timeline for this action alert.

Start Date: End Date:

1. **When** should this be activated? When should it be archived? Consider the timeline for this action alert/call to action.

Start Date:

End Date:

Other timeline notes, such as differences by communication channel: