



Strategic Communication Planning for the development of Content for Digital and Print Dissemination

Overview

The Strategic Communications Planning (SCP) tool is a Web-based application for the planning and review of HHS communications products. The SCP online system has been developed for HHS offices to use as a tool to develop strategic communication plans for their communication products.

The SCP tool applies to content targeting external audiences – digital and print -- products such as:

- brochures, reports,
- videos,
- toolkits,
- new websites,
- public education and public service campaigns.

The SCP tool can be accessed **by registered users** at <https://stratcomm.hhs.gov>. To become a registered user, contact the SCPHelpDesk@hhs.gov



U.S. Department of Health and Human Services
Office of the Secretary
Office of the Assistant Secretary for Public Affairs
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Strategic Communication

Planning Process

Strategic Communications Planning is a *way of thinking ahead* about how to develop and disseminate content.

A well-designed Strategic Communications Plan includes these key elements:

- **Evidence of need** for this communication product
- Specific **target audience(s)** for the product or campaign, including attitudes, behaviors and influencers
- Specific **Call to Action** for the audience
- A set of **goals** for the product or campaign – what resulting impact is hoped for on the health and well-being of people and communities, including reach and awareness, utilization and understanding, and behavior change
- **Strategic Alignment** with the goals of the agency and HHS
- Clearly defined **outcome measures** that will be used to determine whether the product or campaign contributed to achieving these goals.

Technical Support

To assist HHS staff in using the SCP Platform, ASPA is available to provide in person SCP training, including:

- workshops
- worksheets and guides
- webinars

For assistance using the SCP platform or to schedule training, please send email to SCPHelpDesk@hhs.gov.

Review Criteria

The SCP process empowers HHS communication and public affairs officials to use their discretion in determining whether a communication product requires ASPA review by using the following Review Criteria:

- Is it **Newsworthy** - (e.g., this issue has received coverage from major news outlets, you plan to promote widely to the press, there is significant reporter interest in the issue)
- Does it contain **New Information**- (e.g., a change in policy, a substantial new research finding or development, a new campaign or program)
- Is the subject/content **Controversial** - (e.g., has received interest from Congress, subject of investigations, issue raised significant criticism by advocacy groups or associations, involves pending legislation, has received widespread or critical media attention)
- Is it a **Public Education Campaign** (e.g., a coordinated set of materials designed to inform or persuade an audience to take action and/or adapt a behavior about a specific public health/human services issue - such as www.brainhealth.gov, www.millionhearts.hhs.gov)

Content that meets one or more of the above Review Criteria must be sent to ASPA for review by submitting a strategic communication plan through the SCP tool. Please contact ASPA at SCPHelpDesk@hhs.gov if you are unsure whether the content meets the Review Criteria.