



TOOL 1.8: Program Launch Plan Template

This tool will help you to develop an organized communications plan to present your program platform and Patient Navigators to all of the healthcare providers, organizations, and community and local agencies that you anticipate the Patient Navigators will be interacting with in the course of their work.

Program goal	What is the overarching goal of the program?
Communication objectives for all audiences	What do you want everyone to understand about the new navigation program?
Situation analysis	What do the audiences currently know/believe about these issues?
Resources available	What resources are now in place, with the implementation of your program, to address these goals?
Target audiences (primary) Potential target audiences: Patients/clients in need of navigation Healthcare providers Funders Community partners and resources	What are the most important audiences to reach with your message about implementing a new navigation program?

Three-point message <i>(plan one for each specific target audience)</i>	<u>Problem:</u> <u>Approach:</u> <u>Action:</u>
Strategies	What outreach strategies and medical will best reach each of the target audiences?
Channels	What are the key communications channels you will use to implement those strategies?
Evaluation measurements	How will you determine if your launch strategy is succeeding in getting your message out to the audiences you have targeted?