

Tackling Tobacco Communication Action Plan

Date	Communication Activity						
For Example:	Announcement / Communication	Audience	Channel	Spokesperson / Responsibility	Key Messages	Timing / Frequency	Tools / Media / Materials
	<ul style="list-style-type: none"> • New/updated smoking policy • Tackling Tobacco booklets are available on site! • Do you need more NRT stocked on site? 	<ul style="list-style-type: none"> • All staff and volunteers • All clients 	<ul style="list-style-type: none"> • Noticeboard, staff intranet, online document storage, etc 	<ul style="list-style-type: none"> • Tackling Tobacco champion • Program managers • Steering committee members 	<ul style="list-style-type: none"> • What are we trying to achieve and why? • What's being done about it? • What do people need to know? • What do people need to do? 	<ul style="list-style-type: none"> • Date, monthly reminders 	<ul style="list-style-type: none"> • Tackling Tobacco social media tiles • Email to champion to request NRT



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