

Promoting Buy-in around Your Shared Vision

Communication Planning Template



A shared vision describes the specific changes a community wants to bring about for itself. Effective shared visions describe:

- **WHAT** changes are desired in the community
- **WHICH INEQUITIES** are related to these goals
- **WHY** these goals are not yet in place
- **HOW** desired changes can come about

Transformative change is more likely to happen when diverse stakeholders across sectors (e.g., health, education, employment, faith-based, etc.) and roles (e.g., leaders, direct care staff, residents) adopt and support the shared vision.

Successful change efforts use a variety of strategies to effectively “get their message out” to encourage diverse stakeholders to understand and support the change goals. Use the table below to help plan out how your initiative can build local buy-in around your shared vision.

WHO needs to adopt new mindsets, expectations, and behaviors in support of your shared vision (e.g., leaders, staff, funders, policy makers, residents, etc.)?	WHAT message will be most effective? How can you frame the shared vision as necessary, beneficial, and feasible for these individuals?	HOW should you deliver the message to these audiences? Consider multiple communication channels, social marketing, and the use of local champions.