

PHASE 3
APPLY

Developing an Implementation Plan

Effort ●●●●●

Objective

To establish a simple plan for implementing the different activities of your project by laying out the who, what, when, and how much of the project.



Time needed

5–6 hours



Participants

Design and research team, partners and stakeholders

How to use this tool

The implementation plan details the who, what, when, and how much of your communication strategy. The plan covers partner roles and responsibilities, activities, timeline, budget, and management considerations. Use this template to develop a basic implementation plan.

1. **Establish partner roles and responsibilities.** Take some time to think about who is going to do what. Ask yourself:
 - a. What competencies do you need to implement the communication strategy?
 - b. What potential partners have these necessary competencies? Who can provide expertise for these areas?

Once potential partners have been identified, outline how the implementation will be coordinated amongst the various partners.
2. **Identify where activities will take place.** What is the scope, scale, and geographic locations of implementation?
3. **Outline activities.** What are the activities that need to be implemented? What are the intermediate steps necessary for each activity? Set a timeline and budget for each.

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WHO: Define partner roles and responsibilities

What competencies do you need to implement the communication strategy? What potential partners have these necessary competencies? Who can provide expertise for these areas? Once you have identified potential partners, outline how the implementation will be coordinated amongst the various partners.

WHERE: Scope, scale, and geographic locations of implementation

Will solutions roll out at national level or target specific regions? Will there be priority districts, communities or health facilities for trainings, community mobilization and interpersonal communication activities, or events? How will these be selected?

WHAT: What are the activities that need to be implemented? What are the intermediate steps necessary for each activity?

Activity 1

Intermediate Steps	Implementing Partner	Timing	Budget
1.			
2.			
3.			
4.			

Activity 2

Intermediate Steps	Implementing Partner	Timing	Budget
1.			
2.			
3.			
4.			

Activity 3

Intermediate Steps	Implementing Partner	Timing	Budget
1.			
2.			
3.			
4.			

Citations

Johns Hopkins Center for Communication Programs. (n.d.). *Designing a Social and Behavior Change Communication Strategy: Implementation Plan*. Health Communication Capacity Collaborative. Accessed October, 2023 from <https://sbccimplementationkits.org/lessons/step-6-implementation-plan/>