



## Drafting a Communications Plan

ChatGPT is a powerful AI tool that can help your health department draft a department-wide or program specific communications plan. ChatGPT can support aligning plan development with nationally vetted standards for a department communications plan.

### The vetted standards include:

- Communication goals and objectives
- Defined target audiences
- Key messages
- Communication tools and channels
- Roles and responsibilities
- Evaluation strategies

### Gathering the following information in advance will support getting the best results with ChatGPT:

- Department priorities and programs
- Key audiences (e.g., public, media, partners)
- Communication methods (e.g., social media, flyers, radio)
- Team roles and response protocols

### Don't forget to review & customize:

- Add local branding and contact info
- Translate for multiple languages if needed
- Ask ChatGPT to revise in plain language or specific formats

### Sample prompts to start with:

- “You are a communications specialist supporting a local health department. Draft a department-wide communications plan aligned with PHAB Measure 3.2.1 A. Include the following sections: communication goals and objectives, defined target audiences, key messages, tools and channels, internal roles and responsibilities, and evaluation strategies. Our department’s current priorities include maternal and child health, environmental health, and emergency preparedness. Please ask any clarifying questions if you need more information.”
- “Act as a project manager helping our communications team build internal clarity. Draft a section of the plan that defines communication roles and responsibilities for a 6-person health department. Include who should lead messaging, review content, manage social media, liaise with media, and evaluate impact.”
- “Imagine you are a public health communications specialist. Develop a 12-month communications calendar for our local health department. Include national health observances,





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suggested themes for social media or outreach, key messages for each month, and which audience each message is targeting. Highlight where flyers, community events, or radio would be most effective.”

- “Act as a PHAB Accreditation Coordinator with experience in local health department planning. Help me create a PHAB Measure 3.2.1 A–compliant communications plan for our health department. Include all required elements: communication goals and objectives, defined target audiences, key messages, communication tools and channels, roles and responsibilities, and evaluation strategies. Our department’s top priorities include *[insert program areas]*, and we currently use *[insert communication methods, like social media or local print media]* to reach the public. Please ask any clarifying questions to fill in gaps. At the end, flag any parts of the plan where I should add local branding, contact info, or tailor content for plain language and multilingual use.”

## Role ideas for communications plan prompts

Use these roles to guide ChatGPT’s perspective and tone when writing your plan. Try: ‘Act as a...’ to get more relevant responses.

- **Public Health Communications Specialist:** Focuses on audience messaging, campaign planning, and PHAB alignment
- **Strategic Planner:** Helps connect communication efforts to overall department goals and outcomes
- **Accreditation Coordinator:** Ensures the plan meets PHAB Measure 3.2.1 A and documentation standards
- **Equity Advisor:** Reviews messaging and outreach methods for cultural and linguistic inclusivity
- **Behavioral Scientist:** Aligns key messages with health behavior theories and motivational strategies
- **Health Educator:** Translates goals into community-facing messages and materials
- **Social Media Manager:** Develops online communication calendars and channel-specific messaging
- **Emergency Preparedness Coordinator:** Integrates risk and crisis communication into planning
- **Program Manager:** Focuses on program-specific communications for areas like WIC, harm reduction, etc.
- **Evaluation Specialist:** Outlines measurable goals and how success will be tracked and reported
- **Media Relations Lead:** Prepares press materials and manages messaging during events or crises
- **Health Department Director:** Ensures plan aligns with department vision, priorities, and resource allocation
- **County Administrator Liaison:** Connects communication plans with broader government communications
- **Coalition or Partner Representative:** Offers insight into external communication expectations and opportunities