

Communication Action Plan



Tackling Tobacco

Date	Communication Activity						
▶ Announcement/ Communication	▶ Audience	▶ Channel	▶ Spokesperson/ Responsibility	▶ Key Messages	▶ Timing/ Frequency	▶ Tools/Media/Materials	
				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?			

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