

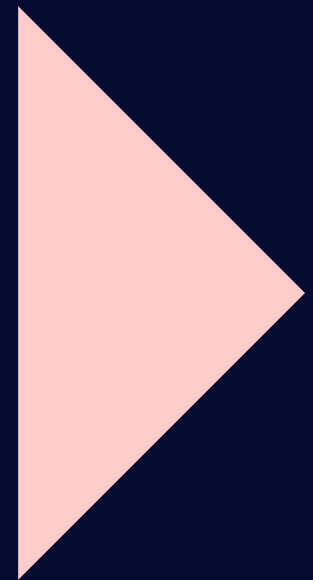
Communications Strategy

DIGITAL DYNAMOS

Session 3

UNSUNG HERO

IN 8 WORDS OR LESS, TYPE
WHO HAS BEEN AN UNSUNG
HERO IN YOUR LIFE IN THE
PAST 30 DAYS AND WHY?



My Hero

Colleague Tanya - preemptively avoided zoom meeting disaster

KTE

Communications

WHAT IS
THE
PROBLEM?

WHAT IS THE
DESIRED
OUTCOME?

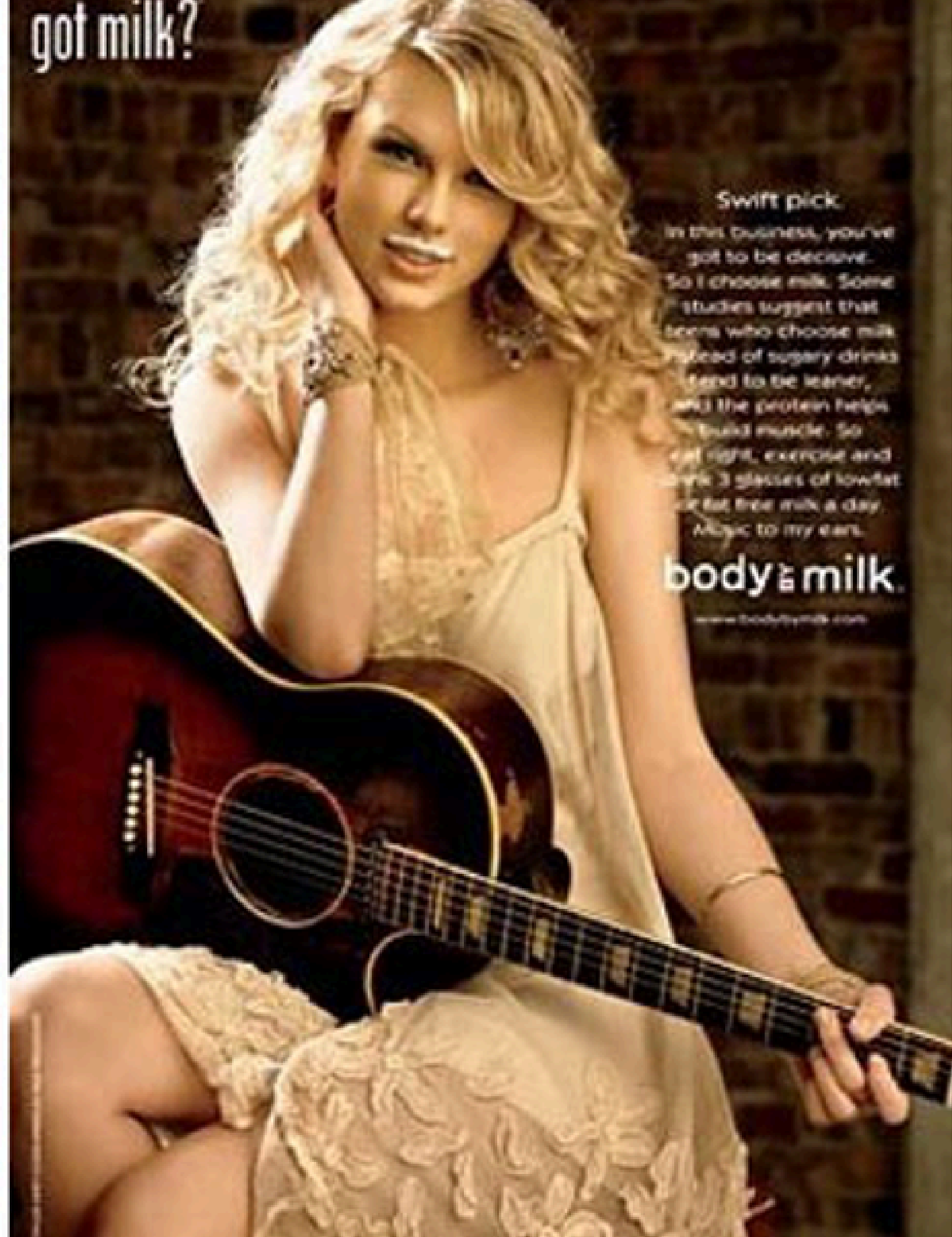
Audience

Who?

What?

Where





got milk?

Swift pick.

In this business, you've got to be decisive. So I choose milk. Some studies suggest that teens who choose milk instead of sugary drinks tend to be leaner, and the protein helps build muscle. So get right, exercise and drink 3 glasses of lowfat or fat free milk a day. Music to my ears.

body & milk.

www.bodyandmilk.com

Messaging

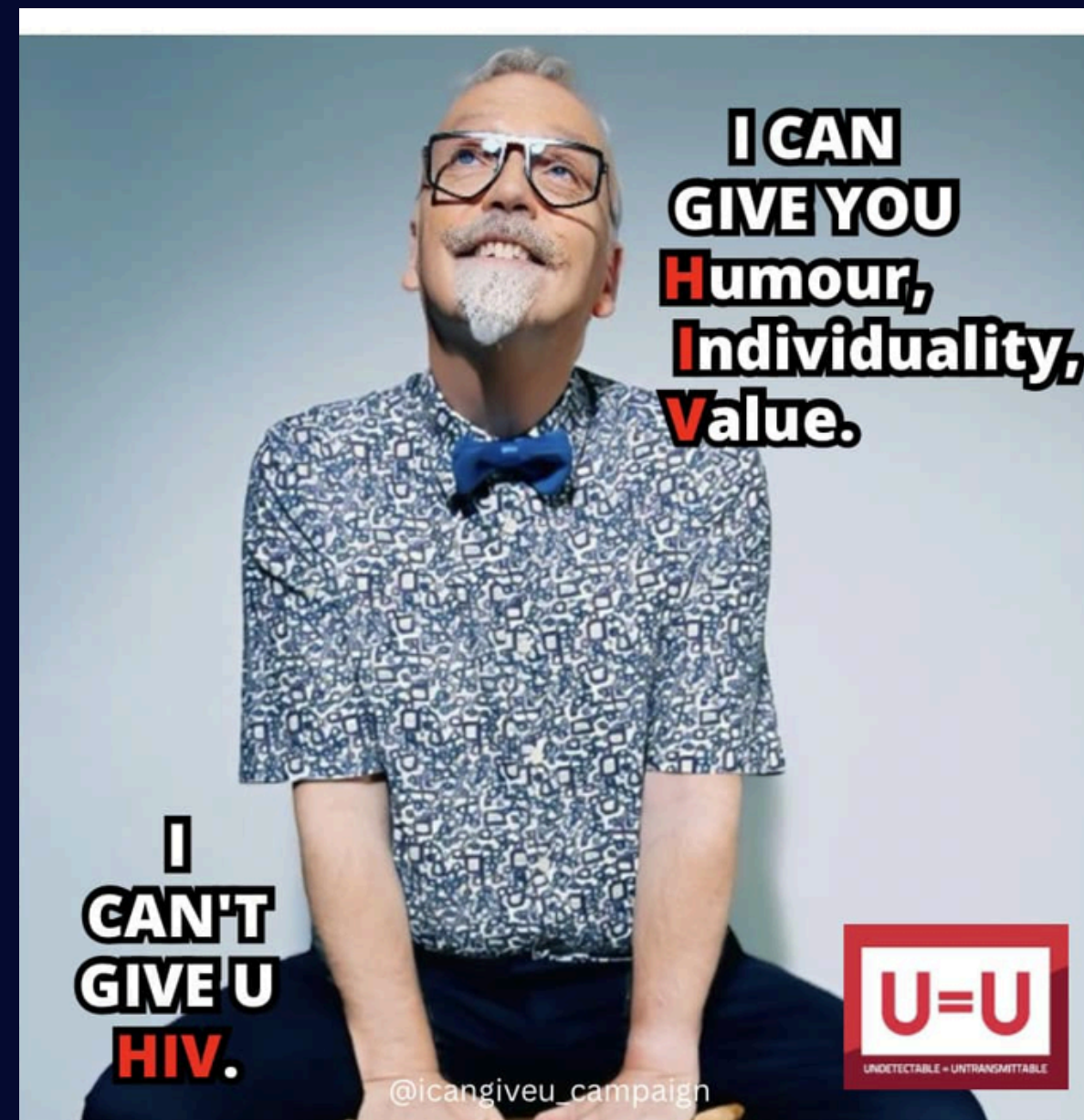
Storyline/key messages

Content

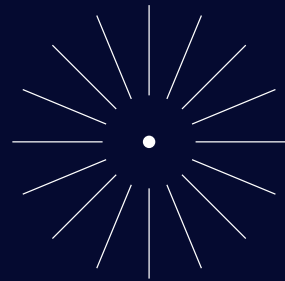
Language

U=U

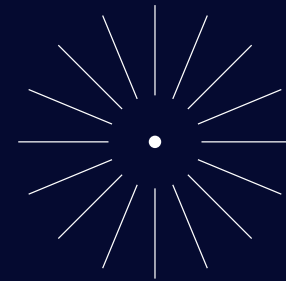
- 1) Problem
- 2) Desired outcome
- 3) Audience
- 4) Key Message



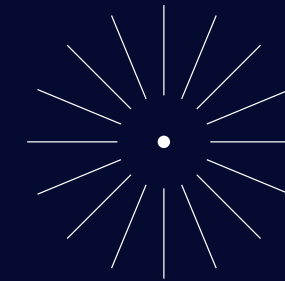
Group Work



**What is the problem and
what is the desired
outcome?**



Who is my audience?



What is my message?

Channels, Methods or Tools

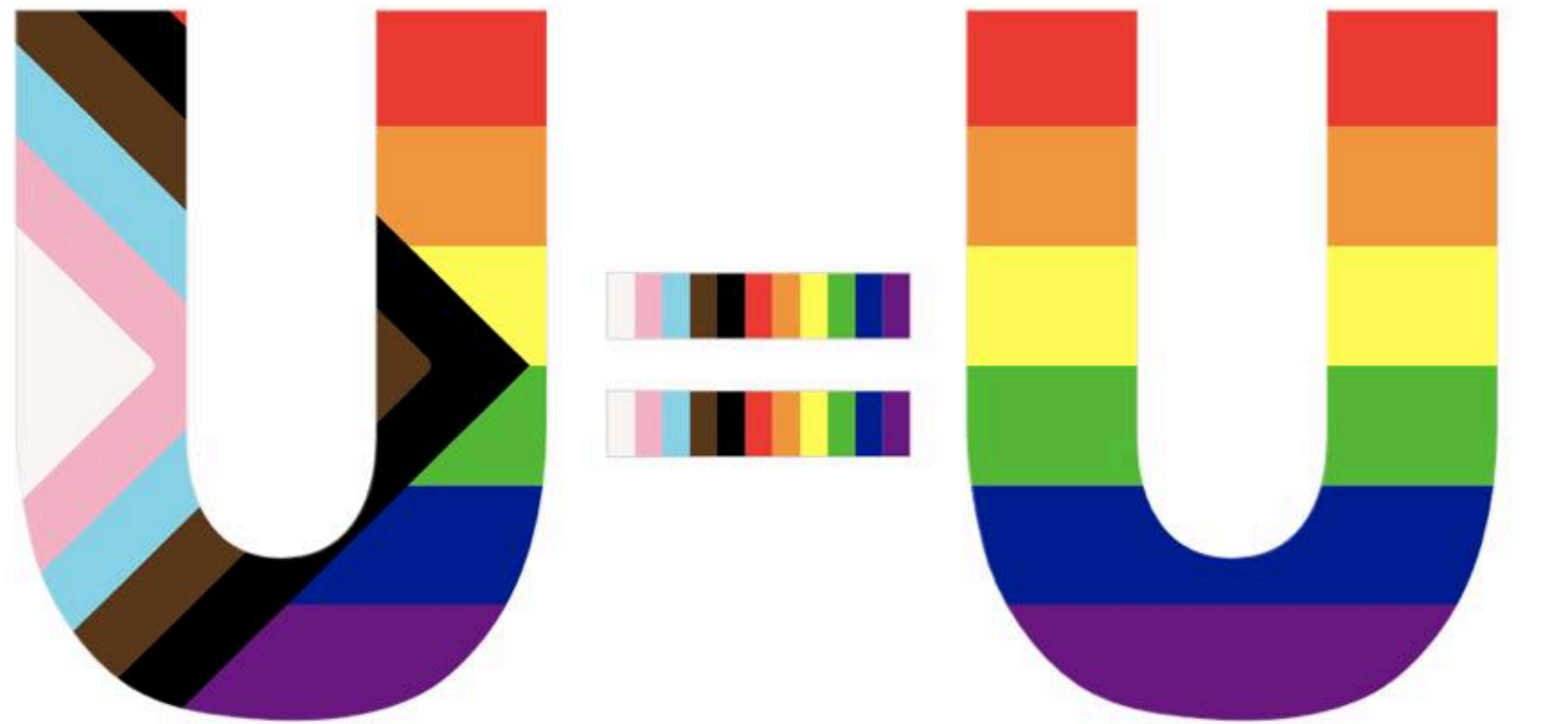
- Workshops
- Webinars
- Publications
- Poster
- Social Media Posts
- Forums



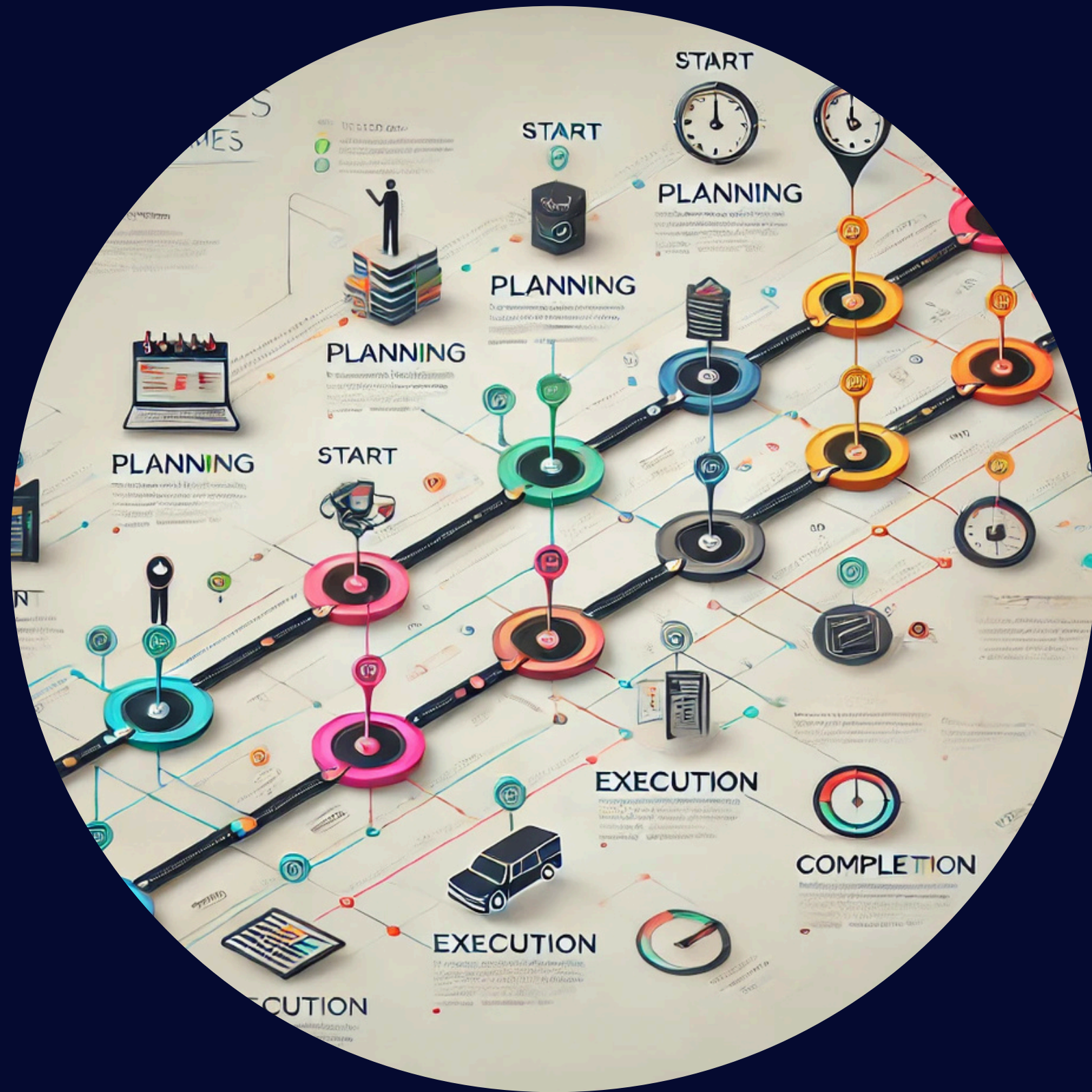
Who delivers the message?

Objective:

Transfer knowledge about U=U from the research and HIV specialty community to general primary care providers, empowering them to educate patients accurately, reduce stigma, and support adherence to ART.



UNDETECTABLE = UNTRANSMITTABLE



Sequencing or Timing

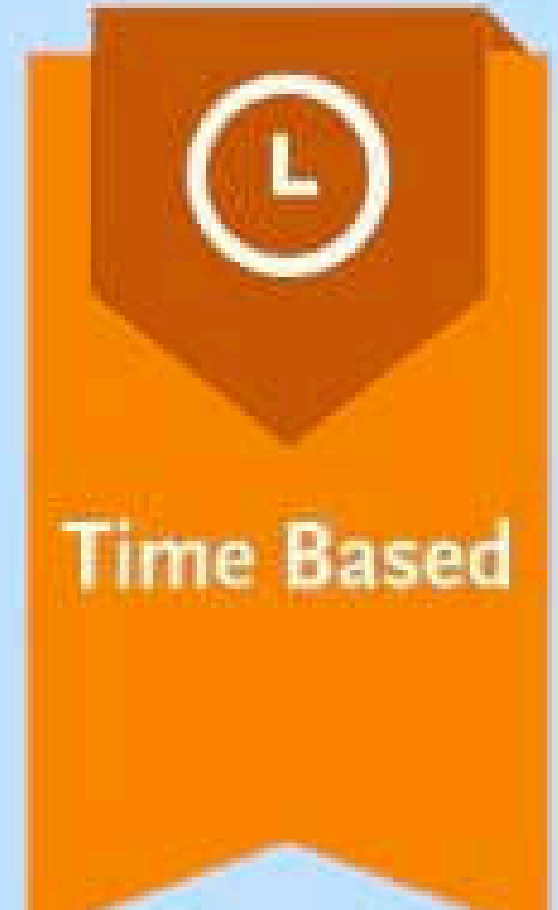
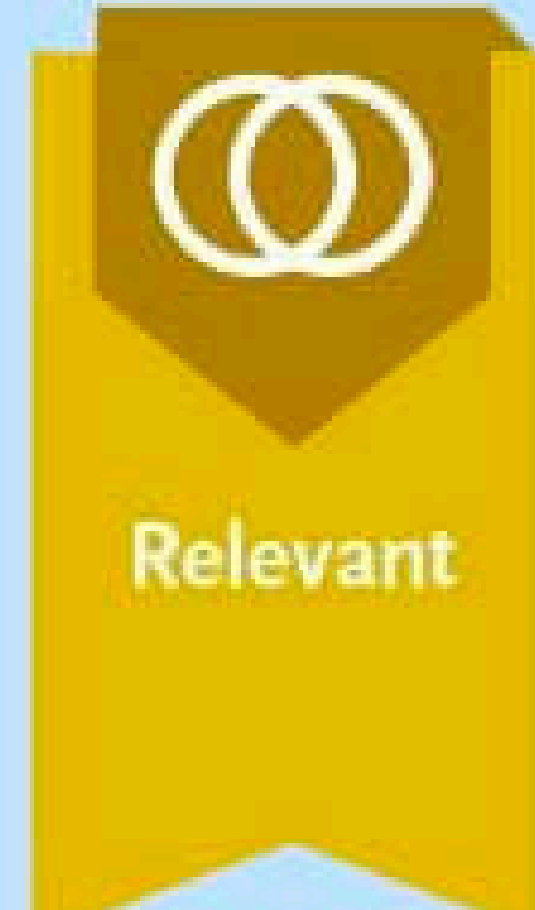
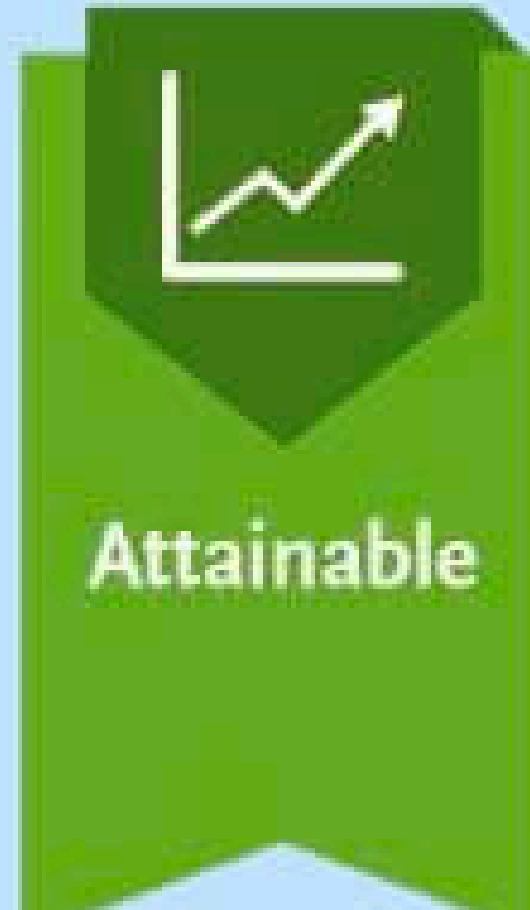
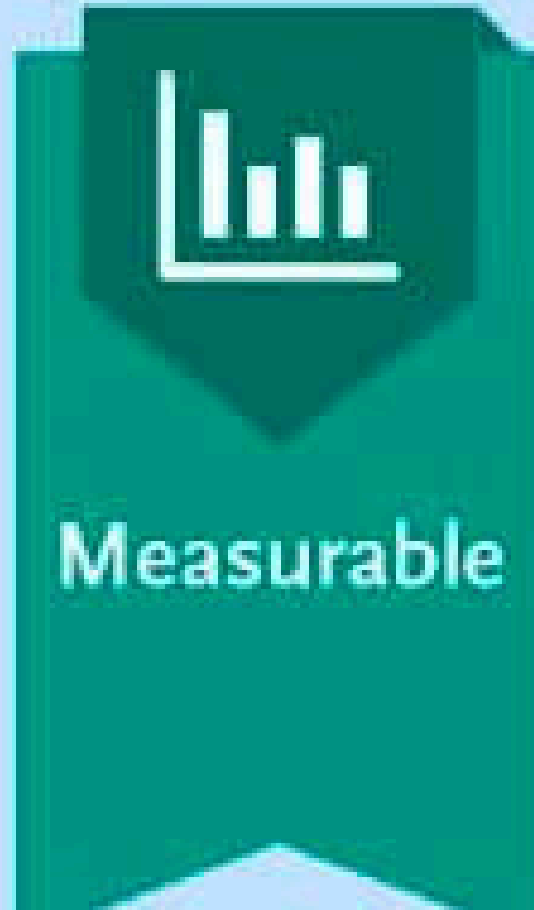
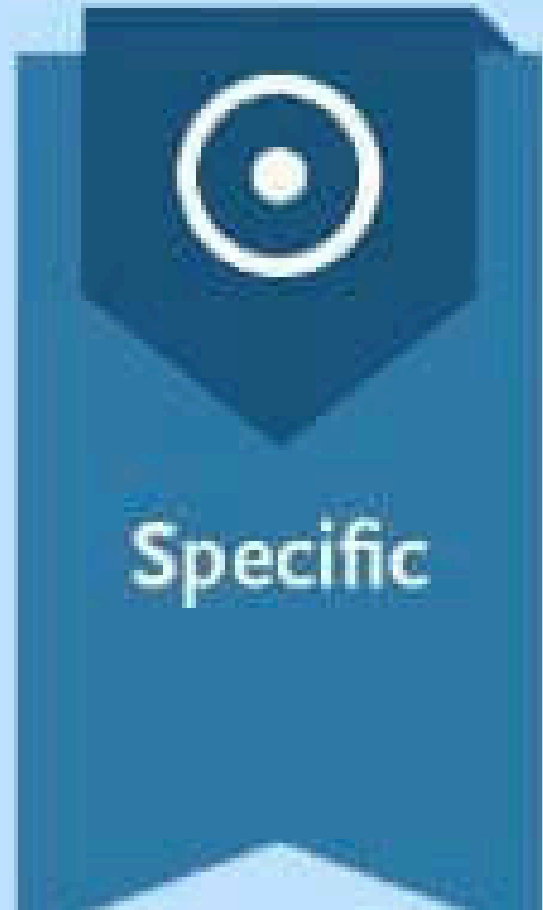
S

M

A

R

T

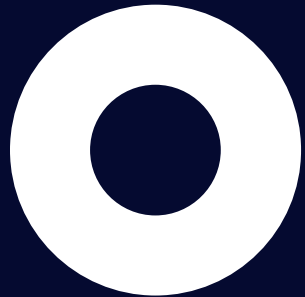
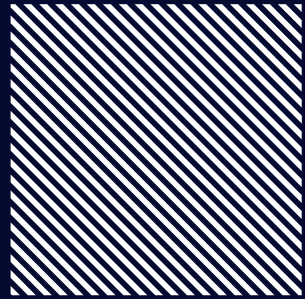


Evaluation - Measurement and Metrics



Resources

<https://tinyurl.com/5d9hj3ta>



Presentations

Slide 1: Problem, intended outcome and audience

Slide 2: What did you create? What is the message and channel you are using, who delivers the message?

Slide 3: What is the timeline and how will you evaluate?