

The Layers of Strategy



The Layers of Strategy breaks communications planning into four stages.

- 1.** The first step is the **overall strategy**, which helps you answer the questions, “What is the problem I am trying to solve?,” “What is the goal I seek?,” and “Who has the power to make this happen?”
- 2.** Once you’ve articulated the goal, the next step is to develop a **media strategy** to understand the different channels of communication you may leverage to best communicate with the audiences you are trying to reach.
- 3.** The third step is determining a **message strategy**—what you want to say, who will say it, and to whom.
- 4.** Once the first three layers of strategy are in place, you are ready to figure out the next steps to get your message to your audience—or what we call your **access strategy**. During this step, you will identify the specific actions required to carry out your communications plan.

To learn more about the Layers of Strategy and other strategic communications tools, register for a free two-hour course on “Communicating for Change: Strategic Communications for Public Health” with Rosaura Wardsworth, MMC and Ingrid Daffner Krasnow, MPH at academy.publichealthcollaborative.org. This virtual course is part of the PHCC Academy, an initiative of the [Public Health Communications Collaborative](https://publichealthcollaborative.org) that aims to equip public health professionals with the confidence and competence to communicate effectively with their communities.

