



Communication Plan Learning Lab—Using CCYS Results to Promote Continued Survey Participation

Jeopardy Answers

Score yourself based on what your group answers were. We'd love to hear how you did!

	Communication Plan	Goals	Audience	Delivery
\$100	Name two of the five core elements of a communication plan. What are goals, audiences, key messages, methods, and timeline?	True or false: You should have a separate goal for each audience in your communication plan. What is false?	True or false: You should develop a separate communication plan for each audience. What is false?	Dissemination at this time in the youth survey process will help you to make meaning out of the data, share findings, and use findings. What is an after the youth survey?
\$200	This is the section of the communication plan that identifies what you are going to share. What are the key messages?	This is what you are trying to accomplish when the goal is to motivate. What is urge key stakeholders to take action?	This is the level of detail often required by funders. What is a high level of detail and comprehensive overview of all funded activities?	This food-related metaphor was used to describe the three different scopes of deliverables you may use for dissemination. What are taste, snack, and meal?
\$300	These are the two time points we discussed for using the communication plan for the CCYS. What are before and after the youth survey?	Name two of the five types of goals we talked about today. What are validate, improve, educate, motivate, and change?	This type of audience usually prefers brief, impact-focused, topic-specific, and select details. What are policy makers?	This is an example of what a data "taste" may be. What is one data point, one simple chart, one 30 second video, or a radio PSA?

