



COMMUNICATIONS PLAN

TBEP is developing a new *5-year Communications Plan* for consideration and approval by the Policy Board in 2018. This task is being supported by a contractor working with a Communications Committee composed of CAC members, staff and Board members.

THIS PLAN WILL:

- Identify and rank appropriate public education and communications issues for TBEP to continue, expand or initiate.
- Evaluate existing TBEP education and engagement programs and products, and identify how existing education campaigns and programs can be enhanced or strengthened.
- Identify and rank potential new education/social marketing campaigns which support CCMP goals and priorities, to be considered for implementation within the next 5 years.
- Include goals and objectives, target audiences, activities and implementers, key deliverables, budget and timeframe.

TBEP's existing Communications Strategy, as of 2017, is detailed in *Action PE-2*.