

Single Overriding Communication Objective (SOCO) Worksheet

PURPOSE

Advisories need a clear, consistent message. The SOCO (Single Overriding Communication Objective) Worksheet is a tool to create a specific message. Use the message developed in the SOCO Worksheet for all communication with the public and partners, including briefings and press releases. The point of contact information identifies the communication contact for the advisory. The SOCO approach applies to any public health communication.

DIRECTIONS

Work with public health communications staff and partners to complete the SOCO Worksheet. Use the best available information. First, think about the reason for the advisory and the actions needed. Next, answer each question. Use the results to develop all communication. As the situation changes, use this worksheet to update the message.

Key Message: Provides Meaning and Context

In one brief paragraph, state the key point or objective you want to communicate.

Key Facts

What are the three most important facts you need an individual to understand about the public health initiative?

Target Audience

Who is the main audience or population segment you would like this message to reach? Who is the secondary audience?

- Primary Audience:
- Secondary Audience:
- Tertiary Audience:

Single Overriding Communication Objective (SOCO) Worksheet, cont'd

Communication Objective:

What is the one message or action someone needs to understand?

Primary Contact

Who in your office/organization is the primary point of contact?

Name:

Phone:

Date and time available: