**Three Phase Communications Plan**

[www.OpenAndSafeSchools.org/communications](http://www.covidedtesting.com/communications)

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|  | **POOLED TESTING LAUNCH DAY: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
|  |  | **Scheduled** |
| **Phase 1: Before Launch** |  |
|  | ***2 weeks before launch day*** |  |
|  | Host webinar for school leaders, teachers, and staff  |  |
|  | Host webinar for parents and caregivers  |  |
|  | Create webpage / send detailed email with program basics |  |
|  | Identify program champions within your district or program  |  |
|  |
| **Phase 2: Launching the Program**  |  |
|  | ***1 week before launch day & first week of launch*** |  |
|  | Send introductory email communications to families & staff |  |
|  | Post on social media platforms  |  |
|  | Principals/Directors send school or site specific communications  |  |
|  |
| **Phase 3: After Launch**  |  |
|  | ***1 week after launch day & moving forward*** |  |
|  | Send or post a communication 1-2 times per week to update on program, share results, and increase participation |  |
|  | 2 weeks post launch: host another webinar for school community |  |
|  | Organize phone campaign to increase program participation |  |