

# Communication Plan

## Communication Plan

When making changes towards healthier vending, promoting changes to staff, customers, and the community through proactive, positive messages can help make your healthier vending efforts a success.

Before you draft your communication plan, consider the following.

### Budget/ Resources

What budget is available to support communication activities?

Include budget and in-kind contributions (e.g., volunteer hours, donations) as well as free opportunities (e.g., emails, social media).

### Contingency Plan

What happens if something does not go as planned?

Example: If a vending contractor is not able to provide a poster for the machine 1 week before the kickoff event, staff will create promotional content on the chalkboard sandwich board and locate the board beside the machine.

### Evaluation of Communication

How do we know the communication is a success?

Example: At least 75% of staff and customers surveyed indicated they were aware of the changes

### Strategies and Tactics

What are we going to do?

- Who? (Target audience)
- What? (Key message)
- How? (Tactics)
- When? (Timeline)
- Who is responsible?

## Sample Vending Announcement

Date  
Name  
Contact

Facility  
Address

Re: Healthy Vending Choices

(Facility) in (city/town) is offering healthier choices in its vending machines. This move to healthier choices is part of a larger trend across Alberta to improve the eating environments in schools, public buildings, recreation centres, and workplaces.

By offering healthier choices, we can support the health and well-being of our customers and the community. This is a great opportunity to make a difference, and we pleased to be an example of this.

The vending machines will now offer choices such as (examples). These healthier choices will be launched on (date). Come sample the new options, learn more about healthy eating, and provide suggestions about the new items.

Please join us on (date) at (place) to launch the new healthier choices in our vending machines!