**Tool 13. Sample Communication strategy**

**Shape, rectangle

Description automatically generated**

**METHODOLOGY:**

**In the Tool 13 template below: Column 1 is the strategy level (objective, outcome, activity). In Column 2 enter the corresponding description/details of the outcome, activity, etc. In Column 3 enter the indicator for that outcome, activity. A full example is provided in Annex B.**

|  |  |  |
| --- | --- | --- |
| **Strategy level** | **Description** | **Indicator** |
| **Objective:** | For example: *To prevent and control infection at health care and animal health settings* |  |
| **Outcomes:** |  |  |
| Outcome 1: | For example: *Hand hygiene in health care and animal waste will be strengthened* | For example:  *# of training sessions*  *# of workshops*  *# of hand hygiene stations improved/constructed* |
| Outcome 2: |  |  |
| Outcome 3: |  |  |
| Outcome 4: |  |  |
| Outcome 5: |  |  |
| Outcome 6: |  |  |
| **Activities:** |  |  |
| Activity 1 |  |  |
| Activity 2 |  |  |
| Activity 3 |  |  |
| Activity 4 |  |  |
| Activity 5 |  |  |
| Activity 6 |  |  |
| Activity 7 |  |  |
| Activity 8 |  |  |