

YOUR TURN

**PUBLIC HEALTH
BUSINESS PLANNING**

A practical guide

Chapter Three: The Parts of a Public Health Business Plan

The purpose of this exercise is to get you thinking about the fact that the *form* of your message is *instrumental* to your purpose. For this exercise, construct an argument for a policy decision. Make a recommendation for a change in policy in your organization (or school, or community) and give your reasons for the change. Then, think about the following audiences for your message:

- Your boss
- Your employees
- City Council
- A grant making organization
- A peer in your profession
- Other professionals who may be affected by your policy change
- Others you can think of

Then, translate your message for each of these audiences: who would need a slide presentation? Who would need a memo? A letter? An abstract? Create your message in these different forms, and others you may think of.

For discussion: What are the arguments you need to make to these different audiences? How does the form you choose add to your communication power?