**Communication/Messaging**

A valued outcome of program implementation and sustainability is heightened issue salience. This is especially true for high-profile efforts. Social problems that continue to be recognized as public issues through sustained organizational resources and sustained media coverage can lead to public perceptions of increased issue severity, as well as policymakers paying greater policy attention to the issue and allocating more resources to it.[[1]](#footnote-1)

Key components of communication include:

* The program has communication strategies to secure and maintain public support.
* Program staff communicates the need for the program to the public.
* The program is marketed in a way that generates interest.
* The program increases community awareness about the issue.
* The program demonstrates its value to the public.

1. Dearing JW, Rogers EM. Agenda-Setting. Thousand Oaks, CA: Sage Publishing; 1996. [↑](#footnote-ref-1)