



# Comms Stretcher and Focus

Be more adventurous with how you reach out to your communities

It's easy to fall into the habit of using the same old posters, leaflets and tweets again and again.

This tool helps by...

...enabling teams to brainstorm lots of different and creative ways to reach out to the community. Next create a more detailed plan for how you will let areas of the community know about the activities and services on offer.

Booklet

Book

  
**Physical**  
Objects that help communicate

Leaflet

Display

Poster

Cakes

Badges

Stickers

Marquee

Art show?

Building Pro

Works well with Comms Focus

Co-designed by Professionals at Lancashire County Council

  
**Digital**  
Digital ways to communicate

 **Leapfrog**  
www.leapfrog.tools

**Lancashire**  
County Council

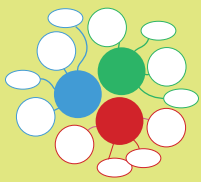
**Human**  
Ways that people can communicate

Community Outreach

Communications

Internal / External Facing

A1 Poster & A4 Sheets



# Comms Stretcher

Suggestions for Use

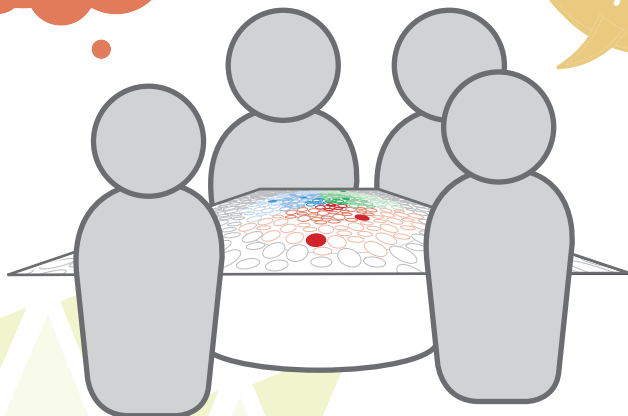
## Preparation

- Print A1 (594mm x 841mm) Comms Stretcher poster
- Regular pens to write on the poster
- Space to display on the wall
- Print A4 Comms Focus to make a plan



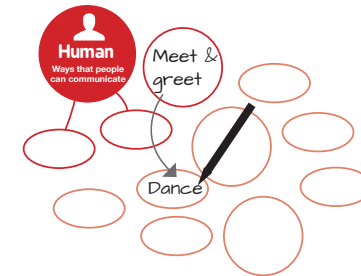
1

Meet together around Comms Stretcher to discuss and fill in different ways to communicate with customers, considering physical, digital and human ways.



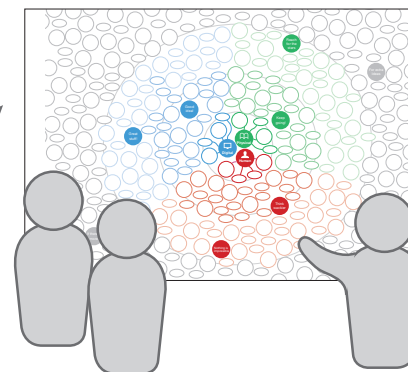
2

Write ideas into the bubbles, pushing the team to be more adventurous the further they go out.



3

Display your Comms Stretcher poster in a staff area.



Now you could use Comms Focus to make a plan

