

## **PTP's Strategic Communications ACID Test**

We think that to be truly strategic communications plans, frames and messages, and activities need to be:

**Aligned**—with goals and objectives an organization and its allies are trying to move on the local, state, national, and international levels

**Coherent**—audiences need to readily understand what's being communicated, and there should be an inherent consistency with what people already know about an organization/alliance and its goals

**Integrated** into programmatic goals and objectives and the daily life of an organization/alliance

**Durable** –communications strategies and messages need to work well over time