Communications Plan – Instruction

Why would I use this tool?

After identifying the improvements to be made (the change), it is imperative that the planned changes are communicated to the various audiences that the changes will impact. The process of developing a Communications Plan creates clarity around who the communications are intended for, what the frequency of the communications will be, and the key messages and methods to be employed. The structure of a Communications Plan can help you avoid the gaps in communications that can result in a lack of buy-in for the project overall.

Quality Improvement Steps

How do I use this tool?

1) Meet with the QI Team to determine the planned changes that require communication.
2) Determine the various stakeholders that need information.
3) Brainstorm the level of communication for each stakeholder and the best venue for communicating with each.
4) Define the timing for each communication.
5) Identify who is responsible for each communication.
6) Place all of the information into the Communications Plan Template.
7) Share with stakeholders as appropriate.
8) Review the Communications Plan monthly to adapt and add any new items.

Ontario Health

What do I need to use this tool?

Materials	Timing	Setup
A calendar A listing of all upcoming events Communications Plan Template	Start the Communications Plan early in the QI journey Review monthly to update	Gather the team together to brainstorm as many stakeholders as possible. Ask some of the identified stakeholders to suggest other groups/individuals that need to know the information Ask the QI Team to think about the project in broad terms, and about who the customers are and what will matter to them

What tips and tricks will be useful in facilitating this tool?

Encourage the QI Team to consider who the stakeholders are in the broadest sense and to think “out of the box” about how to communicate with them.

To create a more comprehensive message, it may be helpful to ask the QI Team to brainstorm what questions each stakeholder would likely ask.

When working towards integrated systems with multiple organizations, ensure communications plans are coordinated with all organizations.

Communications Plan – Tool

Change The change being implemented	**Target audience** Who is affected by this change? (Who "touches" processes involved in this change? What professional roles do they hold?)	**Messages** What are the key messages being communicated?	**Methods** Besides speaking with individuals one on one about the changes, what other methods of communication will be used?	**Lead** Who will take responsibility for communicating the message to each target audience? (Be sure to cover all people listed in the previous columns)

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