A communication plan will help identify your target audiences (stakeholders), tell them what you want them to know and how you will reach them. Each of your audiences will have unique characteristics, needs and motivations and will require different ways to communicate with them effectively. This will often require a variety of communication activities and you will need to be selective, so you don’t either overwhelm the audience or exhaust your team. Plan out your communication strategy as part of project plan - the following template will help get you started.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Generic key messages to be used in all communications:**   * Senior Executive support the change * The activity is seen as a priority and fits with the hospital’s end of life strategy * Influential medical and nursing staff are involved and leading the change * The change is about improving the care and experience of patients their family / carers who are dying | | | | | |
| **Target audience**  Who do you want to inform? | **Key messages for this audience**  What do you want to tell them? | **Communication methods**  How are you going to tell them? | **Who is responsible for doing it?** | **Deadline**  By when does it need to happen? | **Date completed** |
| Project team – kick off meeting | * Introduce the team and project * Review project objectives and management approach e.g. schedule / deliverables/ communication | Face to face | Project Lead | Once |  |
| Project team meetings | * Update / review status of project * Monitor and assign key tasks * Monitor risks | Face to face  Conference call | Project Lead | Fortnightly / As required |  |
| Executive | * Project status – high level information * Support may be required to ‘push’ the project or remove barriers | Face to face  Conference call | Project Lead | Monthly |  |
| Staff | * Project purpose and what it means to them i.e. how the LDOL tools support staff to care for dying patients * Clarify their role in the project and what they can expect | Multiple methods e.g. email, grand rounds, leaflets/flyers, launch countdown | Project team | Ongoing through project |  |
| Patient / family / carers | * What it is the project is and what it hopes to achieve * What will be different and how it affects them * How they could be involved | Multiple methods e.g. posters, leaflets/flyers | Project team | Ongoing through project |  |
| Other teams |  |  |  |  |  |
|  |  |  |  |  |  |