# CEC VTE Prevention Toolkit

# **Stakeholder Engagement Plan - Guide**

A Stakeholder Engagement Plan is a way to communicate with project stakeholders (patients, carers, families and clinicians/non-clinical staff on the ward/unit, hospital executives etc) to achieve their support for your VTE improvement project. It specifies the frequency and type of communications and communication activities that will help communicate, build and maintain engagement with your improvement project at all levels

It is valuable to consider the following stakeholder issues before completing the **Stakeholder Engagement Plan Template available on Page 3**

## **Local Contacts and Governance**

Your local Communications team is an essential stakeholder in any public communications (that is, to patients/families/carers) and can provide substantial assistance with internal communications to colleagues. Seek assistance from your local team for advice on developing print or online materials so you can meet standards including use of Plain English and compliance with branding guidelines. You will also need to work with this team to gain access to communications channels such as the intranet or public facing pages such as the internet or Facebook groups.

## **Timeline**

* What is the timeline for your engagement? When will it start and stop?
* Are there any significant milestones – will they align with your project plan?

## **Stakeholders**

* Make a list of everyone who may have an interest in your project.
* What is their current level of engagement? See below:
* *Unaware. Not aware of the project and potential impacts.*
* *Resistant. Aware of the project and potential impacts and resistant to change*
* *Neutral. Aware of the project, yet neither supportive nor resistant*
* *Supportive.*
* *Leading.*
* What do they already know about the project?
* What do they need to know?
* How much power do they have to influence the project?

## **Engagement Activities**

Each of your stakeholder groups will have unique characteristics, needs and motivations and will require different engagement activities to communicate with them effectively.

Some ideas include:

* Utilising hospital wide communication channels such as newsletters, the intranet etc.
* Using local nursing, medical, pharmacy and VTE stewardship champions to advocate for improvement and support clinicians on the floor
* Creating a display board on the wards or handing out educational factsheets, information and/or data about the improvement project
* Setting a standing agenda item or PowerPoint presentation at regular meetings
* Using double staffing time or staff meetings to provide short, regular updates
* Creating posters, lanyards and computer screensavers
* Holding a project launch, workshop or integrating engagement activities into existing local events e.g. medication safety forums, grand rounds.
* Awareness campaigns to coincide with World Thrombosis Day (13 October), World Patient Safety Day (17 September), Patient Safety Awareness Week (Mid-March each year)
* Conducting a quiz, creating social media posts or sending email communications
* Distributing information to general practitioners or Visiting Medical Officers (in rural and regional areas)

## **Feedback**

Don’t forget to consider feedback pathways for your project and communications efforts.

# **Stakeholder Engagement Plan Template**

This template may be tailored as appropriate to your improvement project needs

|  |
| --- |
| ***Example generic key messages to be used in all communications:**** *Senior Executives/XXX Departments support the change*
* *The activity is seen as a priority and fits with the hospital’s messaging on <insert issue name>*
* *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 experiencing <insert issue name>*
 |
| **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 LeadProject Sponsor  | Once  |  |
| Project team meetings  | * Update / review status of project
* Monitor and assign key tasks
* Monitor risks
 | Face to faceConference 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 faceConference call  | Project Lead  | Monthly  |  |
| Staff  | * Project purpose and why it matters
* 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 is the project and its aims
* 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  |  |  |  |  |  |

VTE Prevention Toolkit - Stakeholder Engagement Plan - Guide and Template

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