

Introduction to communication planning

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Today's Objectives

- Communications aims & objectives
- Key messages
- Identifying key audience/s
- Using best tools or methods

Tasks:

- Communications Plan Template
- Good News Story

Situational analysis

Be aware of all the factors that will impact on your efforts.

Staff numbers

Resources

Senior approval

Existing Processes

Org. Policies

Time available

Existing tools

Current Messages

LISTEN

Area for focus

Establish Aims & Objectives

1st - be clear of your overall aim

2nd - set objectives for your aim/s

Follow the SMART principle

S = Specific

M = Measurable

A = Achievable

R = Realistic

T = Time bound



Who are you talking too?

Identify the key characteristics of your target audience.

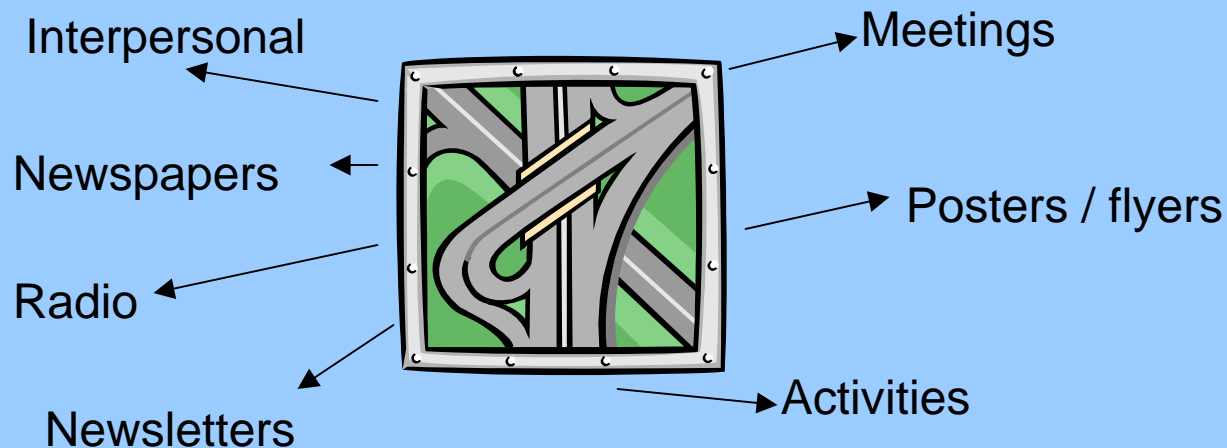
Key messages

Make your messages:

- Clear and concise
- Based on strategy
- Relevant
- Attention getting
- Memorable
- Motivational

Selecting the communication tools

- Do they support the objectives?
- How will these tools fit into the overall picture?
- How will these tools work together?



Examples of communication tools

- Brand
- Communications strategy
- Style guide
- Web site
- Newsletter
- Hot Topic Calls
- Teleconferences
- Learning Sessions
- Posters
- Storyboards
- Good News Story template

Your team is an asset for communication



The Prince Charles Hospital Health Service District, QLD

Be creative





Peninsula Health (Vic) Blood Matters Collaborative







Launching the safe medications project at West Gippsland Hospital are (from left) engineering services manager Ian Mallows, chief executive officer Ormond Pearson, pharmacy services manager Ken Ch'ng, project coordinator Vicki Farthing and patient services manager Amanda Cameron.

Hospital launches safe medication project

West Gippsland Healthcare Group recently launched a safe administration of medication project as part of an Australian Safety and Quality Council initiative.

The aim of the project is to reduce the harm caused to patients due to medication errors. It is hoped to reduce this rate by 50 per cent.

Project co-Ordinator, associate director of nursing Vicki Farthing said "This is a

multidisciplinary project involving medical, nursing and pharmacy staff and is supported by the hospital executive."

"We are hoping to increase the awareness of staff and the public in the risks associated with the omission of medications. We want to reduce the number of medication adverse events."

A total of 50 organisations are involved Australia-wide in the project. The project will run for 12 months.

West Gippsland Healthcare Group (VIC)

Aims & Objectives

- SMART

Target Audience

- internal
- external
- characteristics

Methods / tools

- lead channel

Key Messages

- supportive statements



Dos and don'ts

- Always check with your organisation & DHS team before speaking with media
 - Be creative
 - Listen and talk with your peers
 - Repeat, repeat, repeat your key messages
- A clear plan will avoid unwanted surprises

What to do

- Communications Plan Template
- Good News Story

In review

- Plan first, communicate second
- Don't reinvent the wheel
- Pinch, borrow, ask for help
- Get feedback, feedback
- Have fun
 - Consider all suggestions no matter and make it memorable.