**Communications Plan:**

[Subject of policy]

**Background**

* One to two paragraphs that includes a description of the policy, the why of new/revised, work done on the development of the policy, who impacted etc.

**Communications objective(s)**

* What are the specific results you want to achieve by implementing the new/revised policy?
  + Inform – create, maintain or increase awareness; demonstrate progress; clarify an issue;
  + Educate – increase understanding of an initiative or issue by a target group
  + Engage – engage a target audience.

**Potential issue(s)**

* Areas for potential criticism, unanswered questions or gaps,. (present in bullet format)

**Target Audience**

(Examples)

* Health PEI Executive Leadership Team
* Board of Directors
* Senior Management
* Program Leaders/Program Leaders Group
* Front-line management
* PMAC/Physicians
* Community/External Stakeholders

**Communications Approach**

* Multi-phased positive and proactive approach:

**Tactical Plan**

|  |  |  |
| --- | --- | --- |
| **Communications Product or Activity** | **Date(s)** | **Responsibility** |
| Presentation to ELT |  |  |
| Presentation to Senior Management |  |  |
| Communication/Memo to staff, physicians, stakeholder groups |  |  |
| Team Huddle |  |  |

**Key Messages**

* Succinct messages about the policy – why, how different from existing, what means to staff/physicians, what action needed by staff/physicians etc

**Communications Milestones**

* Outline pre/post communications in relation to the effective date of the policy