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**Communication Plan Outline**

**How to use this outline:**

* Use the following outline as a starting point to facilitate a conversation between your Professional Wellbeing Team and the Communication Team at your hospital and create a communication plan.[[1]](#footnote-1)
  + As the Executive Sponsor, work with the Communication Department or Team at your hospital or a communication professional on your Professional Wellbeing Team to fill in the notes section and save this as a reference point as the full team moves through the following Actions.
* Consider diversity in roles and demographics when developing your plan. Products and messages may need to be tailored to best reach different members of your workforce.
* Continually use this outline as an internal reference point to ensure that you are keeping your workforce up to date as you progress.

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| **Section** | **Guiding Question** | **Tip** |
| **Background** | What do you know about the current state of professional wellbeing at your hospital? | *Use the* ***Hospital Review Worksheet*** *from  Action 1 to find a summary of your organization’s current efforts.* |
| **Notes:** | | |
| **Goals** | What effect do you want your communication efforts to have? | *Aim to make these “SMART” goals, meaning Specific, Measurable, Achievable, Relevant, and Time-Bound.* |
| **Notes:** | | |
| **Audience(s)** | Who do you want to reach and why? | *Ensure you aim to reach licensed healthcare workers as a starting point. As your communication and wellbeing work continues, be sure to reach other staff within the hospital including patient care technicians, facilities, and custodial staff, clerks, and others.* |
| **Notes:** | | |
| **Messages** | What do you want people to know? | *Keep your messages consistent, focused on a specific topic, and aligned with your goals. Start with messages for licensed healthcare workers and consider how to tailor or adjust your messages based on other hospital staff audiences.* |
| **Notes:** | | |
| **Channels** | How are you going to get your message out to your audience? | *Consider using a combination of in-person events, digital communication, and print materials to reach healthcare workers at your hospital, including opportunities for two-way communication.* |
| **Notes:** | | |
| **Materials** | What products will support your  communication efforts? | *Use a variety of formats and channels (e.g., posters/signs, email listservs, etc.) to increase the chances of your staff seeing/hearing your updates. Find shareable materials on the* [*Impact Wellbeing website*](https://www.cdc.gov/niosh/impactwellbeing/) *to get started.* |
| **Notes:** | | |
| **Timing** | How often will you communicate with your workforce? | *Plan your communication around milestones (e.g., introducing the Professional Wellbeing Team, launching credentialing updates). Consider timing these announcements with existing events like Grand Rounds or scheduled department meetings* |
| **Notes:** | | |
| **Evaluation** | How will you know that your messages reached your audience? | *Ask managers and staff if they remember hearing/seeing updates about your hospital’s wellbeing work (such as updates to credentialing application questions from Action 3). You could also use emails or in-person meetings to collect this feedback.* |
| **Notes:** | | |

1. Centers for Disease Control and Prevention [2018]. [Health communication playbook: Resources to help you create effective materials](https://www.cdc.gov/nceh/clearwriting/docs/health-comm-playbook-508.pdf). Atlanta, GA: Centers for Disease Control and Prevention. [↑](#footnote-ref-1)