Step 5 – WORKBOOK

Communication Planning

Designing the communication strategy

Having a clear communication strategy is essential for the successful implementation of any health service intervention, particularly those aimed at improving equity. It ensures that all stakeholders, including patients, community members, healthcare providers, and policymakers, receive consistent, accurate, and culturally appropriate information. Consideration needs to be given to communication within and between organisations, as well as with the priority population the intervention is aimed to improve equity for. Of particular importance is ensuring that communication does not place high health literacy demands on the patients and whānau.

This workbook will guide you through a series of exercises to develop a comprehensive communication strategy, ensuring clear, inclusive, and culturally appropriate messaging.

**WORKBOOK EXERCISE ONE– Clarify your target audience**

## Objective

Clearly define what aspects of the intervention design needs to be communicated with different audiences. This includes the identified barriers and facilitators of the intervention.

## Instructions

1. **Segment your audience:**

Identify the different groups that need to be reached. Consider patients, different services, different organisations, funders, and policy makers

1. **Understand audience needs**:

For each group, list their specific needs, preferences, and potential barriers to receiving the message. This will help tailor the communication approach. Include here any relevant implementation barriers / facilitators that have been identified in in prior exercises that other services/organisations need to be aware of.

1. **Clarify communication channels**

Identify the most effective channels for reaching the target audience

1. **Documentation**

Complete the table below to document your audience segments and their needs. The information provided is just illustrative

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Audience Segment** | **Needs** | **Preferences** | **Barriers** | **Communication channels** |
| e.g. Priority population | Information about the service availability, benefits, and how to access | Simple language, visual aids | Language, literacy, mistrust | Social media, brochures, community meetings |
| e.g. Healthcare providers | Information about barriers identified, strategies to overcome them, benefits of the intervention, referral process | Meetings, emails, newsletters | Time constraints, information overload | Meetings, webinars, email updates |

**WORKBOOK EXERCISE TWO– Develop an implementation plan**

## Objective

Create a detailed plan for executing your communication strategy about the intervention, and the relevant implementation barriers and facilitators.

## Instructions

1. **Timeline:**

Create a timeline outlining when each communication activity will take place. Include key milestones and deadlines

1. **Roles and responsibilities:**

Assign specific roles and responsibilities to team members for each communication activity.

1. **Resources:**

Identify the resources needed, such as budget, materials, and personnel.

1. **Documentation**

Complete the table below to document your communication plan. The information provided is just illustrative.

|  |  |  |  |
| --- | --- | --- | --- |
| **Activity** | **Timeline** | **Responsible Person** | **Resources needed** |
| Develop and test the messages for the priority populations | Month 1-2 | ?? | Budget for testing, feedback tools |
| Engage with services about addressing implementation barriers | Month 1-2 | ?? |  |
| Launch awareness campaign | Month 3-4 | ?? | Social media, advertising budget |
| Host meetings across services/organisations | Month 3-4 | ?? | Logistics, printed materials |