

# CLEVER COMMUNICATIONS

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# Introduction

- Communications is critical and ongoing
- Must be structured. Develop a communications strategy and follow through
- Use communications to create urgency
- Set up structures for sustainability. It is bigger than any Program or Project so must link to corporate objectives
- Think of Improving Access to Care and Patient Flow as an ongoing Marketing Campaign

# Communications Strategy

Must include the following elements:

- Overall vision and objectives
- List of stakeholders
- Key messages
- Communication methods & activities
- Evaluation plan

# Key points

- Implementation focussed
- Solutions, not problems
- Accountability
- Link to data and evidence

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- **CONSISTENCY** – work out your key messages and stick to them. Reinforce them often.
- **CLINICAL CHAMPIONS** – Management and Clinicians must work together. Having a clinical champion or champions helps to give the message weight and encourage involvement from others.

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## LEADERSHIP

- Change needs strong leadership
- Not just about how your Leadership team communicates with you but also how you communicate with them, enabling them to be a better leader

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## ENTHUSIASM

- Enthusiasm is contagious and linked to motivation
- Recognition of good performance is key to motivation through change



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## VERSATILITY

- Consistent message but communication methods must be versatile. What is the best way of targeting each stakeholder group? Who is best to deliver the message?
- Posters, flyers, orientation days, phone messages, emails, meetings, newsletters, TV screens, presentations, snapper boards, meeting agendas
- Think about staff v public facing messages
- Consider new staff

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## EVALUATION

- It is essential to evaluate the effectiveness of your communications
- Are people aware of the key messages? Do they know what their role is?
- Review and evaluate

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## RELIABILITY

- If you say you are going to do something, do it
- If you say you are open to suggestions and feedback, you need to mean it
- Communications need to stand the test of time

# Questions?