

Team Name:

Updated:

| Target Audience | Type/Purpose of Communication | Message(s) Customized to values of group or individuals | Method | Frequency | Who, By When, Where |
|--|--|--|---|--|--|
| Sr Leaders Partners Frontline staff Stakeholders Influencers Project team Others | Awareness Information Take action Gain consensus Review/Comment Other | Progress Proposal drafts Lessons learned Scripted responses to frequent or expected questions Other | Existing meetings Newsletters Email Personal contact Unit meetings Other | Planned/ongoing As needed Other | Name of person or group Date |
| Senior Leader Sponsor | <ul style="list-style-type: none"> - Keep informed of progress and barriers - Gain clarity on key messages for moving forward - Provide stories for sponsor to share about value & benefits of teach-back | <ul style="list-style-type: none"> - How teach-back fits our mission and vision - Vision is to move forward across our facility with teach-back and connect it with our existing equity initiative - Help us develop and carry messages throughout the organization | Face-to-face meetings Email progress | Monthly Bi-weekly | By end of month Alternate weeks By Initiative Lead |
| First Recruited Unit | <ul style="list-style-type: none"> - Teach-back's importance to our organization - Determining their readiness - Initiative awareness and timeline | <ul style="list-style-type: none"> - How teach-back fits our mission and vision - Their needs and interests are important to the success of the Program - What & how of teach-back training - How we plan to start small - Using PDSAs in small tests | <ul style="list-style-type: none"> - Face-to-face meeting - What and when of updates will be developed to meet their needs - Updates in regular staff meetings | 1st meeting with Manager 2nd meeting with Unit Then weekly | 1st meeting this week: Unit Manager with Initiative Lead Then Manager with Lead as needed |

*See [Communication Planning](#) for the value of planning communication and an experienced team's story. Download [Communication Plan Template](#) here.

Communication Plan Example*

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| Other Unit Managers | <ul style="list-style-type: none"> - Teach-back's importance to our organization - Initiative awareness and timeline - How they can help - Working out the process for which unit goes next | <ul style="list-style-type: none"> - Helps our patients and clients understand what they need to know and do to stay safe - Their needs and interests are important to the success of the Program - What and when of updates will be developed to meet their needs | <ul style="list-style-type: none"> - Face-to-face meeting - What and when of updates will be developed to meet their needs - Updates in regular staff meetings | Awareness-sharing early in the initiative, determined by Division Director | Division Director and Initiative Lead |
| QI Department | <ul style="list-style-type: none"> - Our initiative plan for teach-back - Needs for their support - Defining measures; collecting data - Set up data extraction and reports | <ul style="list-style-type: none"> - Their participation will be important - Setting up collaboration - Who can help us? - What can they do? - Roles & expectations? | <ul style="list-style-type: none"> - Face-to-face meeting - What and when of updates will be developed to meet their needs | Clarify who and when Set a schedule as needed | During planning of the initiative by the Initiative Lead |
| IT | <ul style="list-style-type: none"> - Current data, metrics capacity - Keep in the loop - awareness | <ul style="list-style-type: none"> - Their participation will be important - There is potential for requesting changes in EHR or other IT systems | Initial meeting this month | Set a schedule as needed | Initiative Lead and Senior Sponsor |

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