**Communication Plan**

**Background**: *Make sure as many others as possible understand the change vision and strategy. Help others see the need for change and the importance of acting immediately. Clarify how the future will be different from the past and how you can make that future a reality. Others are inspired to get involved by using simple and memorable communications involving multiple leaders and appealing to both the head and the heart. Appealing visuals are particularly effective.*

**Step 1**: As a PSDA team, identify the change from your PDSA testing that you want to spread to others. As a group discuss the following questions. You may want to refer to your charter and the goal statement(s) your team already developed on the top of your PDSA forms.

* Why does this change matter to workers (i.e., what is in it for me)? Our agency? For our clients?
* What is the opportunity? Why is it better to implement this change than to stay with our current practice?
* Will this change save time, money, resources?
* Why does it have to happen now?
* What good outcomes will happen if we do this?

Using your answers, the PDSA team should write a **vision statement**. A vision statement is a short, clear, and powerful message about the opportunity ahead including reasons why we should implement this change.

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***Step 2: Create key message.***

Your **key message** should include your vision statement from above as well as the answers to the following questions:

* What are we asking others to do?
* Who should they ask if they have questions as they implement the change?

Your PDSA team should also consider the follow as you create your communication plan and adjust your strategy as necessary:

* What would our colleagues and stakeholders want to know now?
* What are some questions they might ask?
* Do they all need to know the same thing? Are different messages needed for each group?
* Are there any possible barriers or unintended consequences related to the information we are interested in communicating? Or related to the format(s) we might use?
* Do we need to involve anyone else before completing and implementing this communication plan?

Write out your **key message** here:

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***Step 3: Communication Plan Logistics***

Your PDSA team should now consider the following questions. After discussion, fill out the table below with the action steps for your communication plan.

* Who are the **recipients** of our communication plan?
  + Internal and external stakeholders: your unit, department, direct staff, supervisors, directors, county administrators, board members, community providers, etc.
  + You may need to adjust your key message based on your varying recipients.
* Which **formats** will work best for this communication plan?
* What is our plan for gathering **feedback** about the impact and results of the communication plan?
  + Use feedback in implementation planning and share how feedback was used in future communications.

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| **Format** | **Recipients** | Team member(s) who will **create** the finalized version of the message(s). What are the tasks/parameters? | Team member(s) who will **communicate** the message(s). What are the parameters? When is the timeline? | **Feedback** mechanism. Who will gather feedback to bring back to team? |
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*\*Adapted from Communication Planning Essentials Throughout Your Organizational Effectiveness Process, American Public Human Services Organizational Effectiveness Handbook and the Wisconsin Child Welfare Professional Development System Organizational Effectiveness Training.*