Communications Plan Special Event/Project

Introduction

Begin with a brief overview of the definition, drivers and impacts of family violence. Acknowledge family violence as a gendered issue. State your hospital/health services position statement on family violence.

Identify and give a brief description of the special event or goal to be covered by communications plan. Clearly state the overarching purpose or goal of this event.

This document outlines the communications activities we will undertake to support the campaigns in 2020/2021.

Special Event/Project Goals

Goals are high-level statements that provide overall context for what the project is trying to achieve, and should align with your hospital/health service strategic goals.

Examples:

External

* Reinforce that (health service name) is a safe place for patients and our people who are experiencing or at risk of family violence.
* Raise awareness about the specialist services at (health service name) that support women and children experiencing or at risk of family violence.

Internal

* Bring family violence to the forefront of our people's minds again - encourage them to be mindful of its impact and the (health service name)'s role in preventing and responding to it.
* Encourage staff to understand what they can do to prevent and respond to family violence.

Special Event/Project Objectives

List statements that describe the specific, tangible products and deliverables that the special event/project will accomplish.

To ensure that you have enough detail included in your objective, it can be helpful to follow this mnemonic: S.M.A.R.T.

Specific: Define your objectives clearly, in detail, leaving no room for misinterpretation. Think of the five w's (who, what, when, where, and why).

Measurable: State the measures and performance specifications you'll use to determine whether you've met your objectives.

Achievable: Choose objectives that the team has a reasonable expectation of successfully completing.

Realistic: Set objectives the project team believes it can achieve. Relevant objectives align with group or company goals.

Time-bound: Include the date or specific period by which you'll achieve the objectives.

Here are some examples:

* To increase awareness of (health service name)'s family violence training and encourage 10% of managers to sign up for training by x date

Key Audiences

Identify the key individuals and/or groups who are important to helping you achieve your goals and objectives. These may be internal or external and can be as generic or segmented as required to be effective.

For example:

* Internal: all staff, clinical staff, non-clinical staff, executives, managers, nurses, midwives.
* External: media, government departments, (health service name)'s social media audiences, patients.
* If you have multiple audiences, consider segmenting to primary and secondary audiences to help you prioritise.

Briefly outline how this special event/project will actively engage these groups and why.

Key Stakeholders

Stakeholders are those with a vested interest in your special event/project - those who can impact and be impacted by your project whether internal or external, end user or influencer, subject matter expert or leaders. This includes individuals and groups who can influence the project's development and success. Identifying stakeholders allows for clear communications throughout the event planning or project development. Knowing who the stakeholders are and where they fit in the development of the project is vital to understanding and effectively addressing their expectations or concerns and utilising their skills and expertise.

Consider who needs to be engaged for what and who will be responsible for doing so, as well as who needs to review, approve, be informed of, endorse what and when throughout the project? Here are some examples:

* Hospital/health service executives
* Board members
* Family Violence Organisation lead
* Nurse Unit Managers
* SHRFV reference/implementation group members

Key Messages

Key messages are the messages you want your audiences to remember - what you and they need and want to know about your project. They clarify your hospital/health service's position on family violence. Strong key messages allow you to foster relationships with your target audiences and are an essential element of a successful special event/project. You may have key messages that apply to all audiences or you may break down your key messages to align to particular audience groups. It is important to focus on the benefits and 'what's in it for me?' for each audience.

Examples:

'Family violence is a health issue'

"We are a safe space. We understand family violence and can help."

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| Project objective – what is this aiming to achieve? | To create awareness amongst key internal stakeholders about the new Gender Equality Act and [our hospital’s] obligations under the Act.  To create awareness of how this work will contribute to preventing and responding to family violence. |
| Target audience – who do we need to engage to achieve our objective? | Leaders in our organisation  All staff and volunteers |
| Key message – what do we need to communicate? What is the ‘call to action’? | The Gender Equality Act 2020 comes into effect on March 31, 2021. Under the Act, all Victorian public hospitals must undertake gender auditing and action planning every four years and report to the Minister on gender equality indicators every two years.  This work is part of the Victorian Government’s commitment to end family violence and other forms of violence against women.  The Gender Equality Act recognises gender inequality is the key underlying cause of family violence.  In order for us to have a hospital and community where family violence and others forms of violence against women are not tolerated, we need to take action to improve gender equality and end discrimination based on Aboriginality, age, disability, ethnicity, gender identity, race, religion and sexual orientation.  This work to prevent family violence strengthens and supports our Family Violence Workplace Support Program and our work with patients to who are victims of family violence, through the Strengthening Hospital Responses to Family Violence Program.  Everyone across the hospital and the community, as leaders, as colleagues and as clinicians has a role in preventing family violence. Find out what you can do to help. |
| Method – what channels work best for our target audiences? | Staff Forum presentation  Staff e-News article by executive sponsor / CEO  Online Webinars  Staff training |
| Person/team responsible – who will make this happen? | Project manager with CEO/project sponsor |
| Time frame – when does this need to happen? | Copy developed by X  Staff Forum on X  Training delivered by X  Staff e-News news story on X |
| Cost involved – what time and money will it cost? | $x to purchase images for presentation and Staff e-News story. X hours to draft and send.  $x to design and draft invites to roundtable. X hours to draft and send. X hours to coordinate.  $x catering for roundtable |

Example communications plan for Gender Equality Act implementation across the hospital

Example communications implementation plan

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| Date | Activity | Audience | Message/purpose | Responsibility | Notes |
| ASAP | Intranet homepage headline rotating banner and story to click-through to | All staff and volunteers | Eg. The intranet is a common communication channel for hospital staff. Presenting information regarding family violence and referral options is an efficient tool for reaching a 24/7 workforce. Staff are able to access this information confidentially, on site or remotely. Presenting information in this fashion reiterates family violence as a strategic priority, common communication channel. | Name Surname |  |
| Day  DD/MM | Leadership communications / channels | All hospital Managers |  | Name Surname |  |
| Day  DD/MM | Inform article | All Staff |  | Name Surname |  |
| Day  DD/MM | Call for feedback | SHRFV Reference/ implementation group members |  | Name Surname |  |
| Day  DD/MM | Grand Round | Nurse Unit Manager, Medical Staff, Hospital Executives |  | Name Surname |  |
| Day  DD/MM | Social media i.e. Twitter, Facebook, Instagram, LinkedIn | Public |  | Name Surname |  |
| Day  DD/MM | All staff and volunteers email from CEO/DON | All staff and volunteers |  | Name Surname |  |