**COMMUNICATIONS & ENGAGEMENT PLAN**

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| --- | --- |
| **PROJECT NAME:** |  |
| **PROJECT MANAGER:** |  | **VERSION:** |  |
| **AUTHOR:** |  |
| **DATE:** |  |
| **ORGANISATION:** |  |

# PROJECT BACKGROUND

What is the background for the project? What are the aims and objectives of the project? Briefly set the scene for the project.

# COMMUNICATION AND ENGAGEMENT KEY PRINCIPLES

What are the principles that will govern your communications? What impact will the communications and engagement have? How will communications help deliver the project?

# COMMUNICATION AND ENGAGEMENT KEY MESSAGES & GOALS

What are the goals you are trying to achieve through your communications? What impact will the communications and engagement have? How will communications help deliver the project? How will your communications be branded?

# TARGET AUDIENCES AND COMMUNICATION CHANNELS

*Who are your stakeholders/audiences? What are their levels of interest, influence and what is important to them? What channels are available to communicate with them (consider both internal and external channels)?*

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Stakeholder / Group Name** | **Level of Interest** | **Level of Influence** | **Impact on Stakeholder** | **What is important to the Stakeholder?** | **How could the Stakeholder Contribute to or Block the Project?** | **Strategy for Engaging the Stakeholder** | **Frequency of Communication for the Stakeholder**  |
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# COMMUNICATIONS RISKS AND DEPENDENCIES

*Use this section to highlight how any communication risks or issues will impact upon your project and how you might attempt to mitigate these risks. Is your communication success dependent on anything e.g. support from GPs / access to certain events etc. Any identified risks or dependencies should be logged in your project plans/risk logs. Alternatively, you may wish to just summarise risks/dependencies here and add your risks logs to the APPENDICES AND SUPPORTING DOCUMENTATION section.*

## Risks

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Risk Title** | **Causes of Risk/Description** | **Mitigating Action** | **LikelihoodScore 1-5** | **ConsequenceScore 1-5** | **Risk score** |
| *Hard to reach groups* | *Some of the audiences for our project are in hard-to-reach groups for example ……xyz group who do not traditionally connect with engagement events/posters* | *the communication approach for these groups would include alternative media / engagement through e.g.,……Facebook/twitter posts / youth club drop in……* | 2 | 3 | **6** |
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## Dependencies

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| --- | --- | --- | --- |
| **Dependency Title** | **Description of Dependency & Impact**  | **Source of Dependency/Owner** | **Actions & Status Notes** |
| Buy in from GP stakeholders | In order to be successful, the GP stakeholders need to endorse and support all comms & engagement activities  | PCN network managers will manage this dependency with GPs |  PCN network managers to share key messages with GPs / ensure collaborative engagement etc……. |
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# COMMUNICATION ACTIVITY & BRANDING

What are you going to do, how and when? What is the schedule for your communication and engagement activities? How will your communications be branded?

*A number of engagement events / posters / social media posts on xxx / article in local press have been planned as follows:*

* *Posters within primary care environments / clinics*
* *Social media posts (Facebook/twitter ….)*
* *Engagement event with DHC / DCC at xxx*

The communications will be branded according to the platform on which they appear.

## COMMUNICATION ACTIVITY PLAN

*What are the timescales for your communication and engagement activities? Add activity plan or link to plan / embed plan document in this section. Alternatively summarise timeframes and add plan to the APPENDICES AND SUPPORTING DOCUMENTATION section.*

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| --- | --- | --- | --- | --- |
| **Planned Activity** | **Planned Start** | **Planned Finish** | **Audience** | **Format** |
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# APPENDICES AND SUPPORTING DOCUMENTATION

*Add any supplementary information or documentation in this section e.g. Stakeholder mapping or analysis charts / risk registers / activity plans as appropriate.*