



**Project Name:**

**Project Lead:**

<p><b>? Who</b> is the intended audience or audiences? (Stakeholder Map - Tool No 2)</p> <p><b>Ref: Stakeholders Listing</b></p>	<p><b>? Why</b> are you issuing this communication - is the objective to:</p> <ul style="list-style-type: none"> <li>• Ask?</li> <li>• Educate?</li> <li>• Influence?</li> <li>• Orientate?</li> <li>• Update and inform?</li> </ul>	<p><b>? What</b> is the key message?</p> <p><b>Reasons</b> for the project <b>Aim</b> of the project <b>Benefits</b> of project and for whom <b>Changes</b> to expect during the project <b>Impact</b> on services or people <b>Timeline</b> for the project <b>One page</b> 'hymn sheet' for reference</p>	<p><b>? How</b> do you intend to communicate the message to best suit intended audiences?</p> <p>Bear in mind these methods:</p> <ul style="list-style-type: none"> <li>• Person to person</li> <li>• Electronic and digital</li> <li>• Printed materials</li> </ul>	<p><b>? When</b> is the best time to communicate the message? How frequently?</p> <ul style="list-style-type: none"> <li>• Timing is key</li> <li>• Planning is vital</li> </ul>	<p><b>? Where</b> to access the right information for the right audiences at the right time.</p> <p>Remember to include a name and contact details at the end of each communication.</p>
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1. Activity/Actions for: Project Title	Action by whom	Target Date	Status Complete
Who			
Why			
What			
How			
When			
Where			

**2. Tips for stakeholder mapping**

**? Who** is the intended audience or audiences? (See Stakeholder Map - Tool No 4)

**? Have** messages been tailored to suit different audiences?

Messaging about change will have a different focus for different people such as:

- **People who provide services,**
- **Heads of departments and management,**
- **Service user and families,**
- **All Staff** (includes contractors, volunteers, students), and
- **External stakeholders.**

**? Have** you put yourself in the place of your target audiences? They may be unfamiliar (to varying degrees) with the information, terminology and context of your project.

**? Is** it clear at first glance who the information is relevant to? For example:

- Patient information
- Visitor guidelines
- Staff memo
- Family support

**? Have** messages about this project been drafted using plain language, relevant imaging and accessible formatting to ensure the information is meaningful to your target audience? See the HSE Communicating Clearly Guidelines for guidance.

**? Why** are you issuing this communication? Is the objective to: ask, educate, influence, orientate or update and inform?

**Ask**

Seek service-user and stake-holder feedback or call to action

**Educate**

Educate staff, patients, and other stakeholders about our current services, or new developments such as a QI project.

Educate funders, potential staff, health care professionals and the general public about the work of the services and new developments

**Influence**

Bring about behavioural change (smoke free campus, reduce 'do not attends')

Use feedback, data or survey reports to influence organisational decision making processes.

**Orientate**

General familiarisation by providing information, frequently asked questions (FAQs).

**Update and inform**

Provide general news, updates or information on services, projects, achievements or events.

**? What** is the key message?

- What are the reasons for carrying out the project or change and, if relevant, what is the proposed solution or action?
- What is the project aim and desired outcome?
- What are the benefits to be gained by patients, staff or other stake-holders as relevant?
- What will the changes involve and who may be affected during the change process?
- What is the timeline for the project?

Messaging should be consistent.

Based on the above, you may wish to create a one-pager for reference and update this as necessary

**? Is** your message

- Accurate (have facts and figures been validated)?
- Brief (edit out unnecessary detail)?
- Clear (ask some staff members or patients who are not involved in the project if the messaging is clear and meaningful)?

**? How** do you intend to communicate the message to best suit intended audiences?

Carefully consider which communications methods are likely to be the most effective way to deliver your message?

Bear in mind the following methods:

**Person to person**

Staff members or volunteers may wish to speak directly with service users, staff meetings and handovers, daily operational safety huddle.

**Electronic and digital website**

Electronic notice boards for visitor information or social media for example twitter.

**Printed materials**

Such as memo to staff, letter to patients, leaflets, notices, frequently asked questions (FAQs), signage or posters on notice boards.

**? When** is the best time to communicate the message?

Timing is key and planning is vital.

Some examples below:

**Daily**

- Meetings, staff handovers
- Daily operational safety huddle
- Patient treatment sessions
- E-mails

**Weekly**

- Staff Meetings

**Monthly**

- Staff Briefings
- Monthly Calendar
- Patient Forum
- Board

**Ad Hoc**

- Key events as appropriate
- Posters, flyers

**Cascade**

- Major project updates
- News

**Annual Report**

**Ongoing**

- Meeting minutes, agendas
- Emergency situations
- Published materials such as newsletter, posters, leaflets, booklets
- Website