



## **Communication Plan for “Time to Move On” from Congregated Settings Projects**

### **Background**

The Congregated Settings issue requires a carefully crafted communication plan in order to ensure that the relevant key messages are delivered to the appropriate stakeholders at the correct time and in a manner that is clearly understood by all stakeholders.

This plan takes cognisance of the financial climate within which this policy is being implemented, to ensure it can be delivered with minimal financial impact. The finalising of the plan and parts of the implementation will require the support of the Transforming Lives Programme, National Social Care Division and the Department of Health.

### **Key Messages**

**The key messages developed that providers can tailor in their communication plans are:**

- Working to enhance quality of life for each individual in congregated settings
- Each individual will be supported to understand why this project is taking place, when it is likely to take place for them and how the individual will be involved in the process.
- Each individual will be supported to understand their rights and entitlements in this process
- There will be dedicated work with the individual/ families/ guardians to ensure that the concerns and hopes of all key stakeholders are heard and that these will be taken into account at all times
- Each individual will be supported to communicate and express their personal concerns hopes and expectations
- The needs and wishes of each individual will be translated into a person centered plan, which will include all aspects of the move and resettlement.
- Care and safety in the community will be organized before the move takes place
- Supports in the community will be committed to before the move and will be ongoing in the community as required
- Proactive links will be made with key community based organisations before the move to support life in the community as part of the community
- The Term “Time To Move On “ should be highlighted in all communication as opposed to the term “Congregated Setting”
- Upholding the principles expressed in the UN Convention on the Rights of Persons with Disabilities
- Recognising the value of people with disabilities as members of society and local communities
- It is about “ordinary lives in ordinary places”

## Tailoring the Key Messages for the Target Audience

The key messages need to be revised and tailored for each specific group of stakeholders, to ensure that the focus of the message, language and medium used are appropriate and effective. For individuals and their families, messages should be in plain English. The following key messages have been developed on this basis:

- Each person has the right to live independently\* and be included in the community.
- “To live independently” means to live the life they choose, where they exercise real and meaningful choice. People can be supported to live independently, it does not mean they live without support
- All stakeholders, including persons with disabilities, will be supported to understand the policy, why it is important, how and when it is likely to affect them, and how they can be involved;
- Persons with a disability will be supported to understand, communicate and express their will and preferences;
- Each person will have their needs assessed and communicated in a person centered plan;
- Each person will be supported to exercise real choice over here they live
- The right of each person to decide on where and with whom they live will be respected;
- Parents, siblings, family members and friends are acknowledged as important in this process and their views will be considered in the planning process;
- The views of the staff supporting people will also be recognised and considered;
- The welfare and personal safety of each person moving to the community will be a key consideration in the planning process;
- Supports in the community will be organised before each person’s move;
- The terms *moving on* and *community inclusion* should be used in communications

## **Key Target Groups/Stakeholders**

There is a significant range and quantum of stakeholders that ideally need to be consulted and included in the communication processes around the Time to Move on project, as follows:

### **People with Disabilities**

- Persons who are currently residing in congregated settings

### **Family members, Family Groups & Associates and Advocates (Non Service Provider Stakeholders)**

- Parents, siblings and family members
- Parent & Friend Associations and Family forums
- Advocates

### **Organisational Leaders**

- CEO's/ Boards of management / Senior Management teams in Voluntary disability sector
- Chief Officers/ Social Care Lead/ General Managers/ Disability Managers in HSE
- Primary care division

### **National Representative Bodies**

- National advocacy organisations and groups
- Service Provider Representative Umbrella bodies (DFI, FedVols, NFPBA)
- Trade Unions

### **Staff/ Staff Representative Bodies**

- Line / Service Managers within congregated settings
- Frontline staff working within congregated settings
- Line / Service Managers and frontline staff working in the wider disability sector
- Local trade unions

### **Other health/ community supports**

- Local Community groups and employers
- Primary Care services ( PCT's)
- County Development committees/groups
- Local Gardai

### **Other housing /community supports**

- Local authorities
- Voluntary housing associations
- Community Welfare Officers/ Social Protection

### **Other interested parties**

- Government Departments
- Political and public representatives

## Structuring Communication

For each of these stakeholder groups the timing, method of communication and the content of any message/engagement will be critically important to optimize the impact of the communication in terms of the benefit to the project. The attached Communication Stakeholder Grid, using the format identified below outlines the targeted semi-structured approach recommended. This identifies the various elements of the communication plan will need to be delivered at a national, area or local level using a variety of formats/approaches and involving a wide range of staff from across the disability sector.

WHO?		WHAT?		HOW?	WHEN?	WHAT IF?
Target Audience	Who Delivers the Message	What is the purpose of the Communication?	What is the content of the message?	What is the Recommended Communication method?	When is the best time?	Dependencies

## Reviewing Communication Plans

Communication plans should be reviewed for effectiveness at agreed intervals (not less than 6 months) to ensure that:

- Planned communication activities are being progressed
- Sufficient opportunities are created to address emerging communication issues
- Sufficient effective two-way communication/feedback is in place.
- There is a review process for feedback to facilitate amendment of the plan as necessary

## Role of the National “Time To Move On” Group under Transforming Lives Programme

Implementation and delivery of the plan is not the sole responsibility of the National group. Much of the communication recommended in this plan needs to take place at a local level, at a time and place that will ensure it is complimentary to the progress being made on the ground. The attached plan clearly identifies the responsibilities of the National Group, one of which is to ensure that the communication plan is effectively disseminated to CHO area and local level for implementation.

The National “Time To Move On” Group will support CHO’s and local service providers in the development of their communication plans were possible, within resource constraints. The Community Living Transition plan toolkit already drafted and the Implementation Framework due in March 2016 will provide further support and guidance for service providers in relation to the appropriate communication plans that need to be developed and implemented to support the progress of services and individuals under the “Time to Move On” policy.