**Communication Plan**

## Phase 1 |

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| **Stakeholder Analysis and Platform Positioning** |
| The communication strategies in Phase 1 will support staff education and connection with the Care Opinion platform. It will provide a framework of support for Operational Leads to roll out Care Opinion across the organization. |
| **Desired outcomes:** |
| * Active support and commitment secured from the organizational leads |
| * The impact of change on each stakeholder group is understood and key messages are developed, and where applicable, released. |
| \*Please note: ‘Owner’ has purposefully been left blank so the service may attribute these items to the staff member best suited. The Care Opinion Team will always be ready to provide support to the staff implementing these actions. |

## Phase 2 |

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| **Create awareness of Care Opinion** |
| Build awareness and anticipation of the platform roll-out with staff, consumers and stakeholders. The focus is primarily on internal stakeholders, including staff in soft launch services and includes internal promotion, training and communications. |
| **Desired outcomes:** |
| * Key staff, committee members and volunteers understand the service’s commitment to using Care Opinion and the basic principles of Care Opinion feedback. |
| * Responders are trained in how to respond and understand the service’s expectations of response content and tone. |
| * Processes are in place to support front-line staff to engage with the platform and responders to respond to stories appropriately. |

## Phase 3 |

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| **Roll Out Care Opinion – Soft Launch** |
| This will see consumers of soft launch sites become aware of Care Opinion and start to submit and receive responses to their experiences of care. |
| **Desired outcomes:** |
| * From training provided in Phase 2, staff in soft launch sites can reply to feedback feel confident navigating the Care Opinion website and respond to feedback effectively. |
| * Staff in soft launch sites feel confident to promote Care Opinion to patients who have had positive and negative experiences. |
| * Consumers sharing stories will receive a reply from the service, with some stories potentially leading to service improvements. |
| * People who use services can share feedback with Care Opinion and the service leads will responds. Service has clear protocol for responding. |
| * Make best use of allocated promotional materials by using them in a targeted fashion. |
| * Care Opinion is embedded at a team level and the process becomes sustainable without heavy involvement from Operational lead beyond the set-up period. |

## Phase 4 |

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| **Expand and Embed Care Opinion in Service** |
| This will see consumers become aware of Care Opinion and start to submit and receive responses to their experiences of care. |
| **Desired outcomes:** |
| All departments begin to encourage, receive and respond to feedback. Staff are: |
| * are confident to navigate the Care Opinion website |
| * are willing to act as ambassadors of the platform for staff in Phase 2 sites |
| * are confident to promote Care Opinion to patients who have had positive and negative experiences. |
| * Anyone leaving feedback will be confident that the service will reply. |
| * The service has developed both a local awareness raising and social media campaign |

## Phase 5 |

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| **Maintain and Review Care Opinion @ Regular Intervals** | | | |
| Putting processes in place to monitor how the roll out of Care Opinion is progressing and becoming a key part of how the service seeks and responds to feedback. Putting processes in place to monitor stories and responses | | | |
| **Desired Outcomes:** | | | |
| Key staff members receive scheduled reports from the Care Opinion website  • Progress is measured against service-defined indicators  • Progress of the Care Opinion subscription is reviewed regularly and action taken where needed  • The service listing and member roles are reviewed and refined, staff are set up to receive accurate email alerts and reports. | | | |
| **Objective** | **Target audience** | **Communication method** | **Key messages** |
| Review member list for new members and always check in with existing members | * Existing and new subscription members | * Member roles template * Emails | * Discuss individual comfortability navigating and using the platform * Offer refresher training where needed |
| Develop a set of indicators to monitor and review feedback   * Use CO data in your QI efforts * Bring responses and evidence of changes made to meetings | * Board of Directors, * Chief Executive Officer * Senior Executive Team * ELT’s | * Meetings * Reports generated through the platform | * How the platform can help identify trends using tags * Use of story tags (internal) to tracks new and existing trends – See Care Opinion Team for support * Tracking how trends are being responded to and changes made in response * Suggested KPIs around story generation campaigns |