

PHASE ONE: DESIGNING THE CRITICAL CARE FAMILY ASSISTANCE PROGRAM

TOOL 18 – CCFAP COMMUNICATION PLANNER

Instructions: Read the Communication Actions below and Critical Steps Checklist for each. Use [Tool 14](#) to develop action plans where needed. Add other communication actions you identify, and develop critical steps for each.

Communication Action	Critical Steps Checklist
1. Identify both internal and external stakeholders and audiences for communication purposes	<input type="checkbox"/> Make communication lists of internal and external stakeholders <input type="checkbox"/> Categorize lists according to frequency and type of communication needed <input type="checkbox"/> Create a system for updating lists as project proceeds
2. Identify existing internal communication processes that can be used for CCFAP purposes	<input type="checkbox"/> Make a list of all internal communication modes currently being used by team, departments, and institution <input type="checkbox"/> Identify primary contact person for each communication mode <input type="checkbox"/> Identify opportunities to make the CCFAP part of the communication mode (eg, including a column in the hospital newsletter dedicated to the CCFAP; set up listserv for core project team members and department heads) <input type="checkbox"/> Make an action plan for researching and obtaining access to existing communication sources <input type="checkbox"/> Make an action plan for incorporating the CCFAP into existing communication sources, as appropriate
3. Use appropriate forms of communication that tend to use fewer resources than others	<input type="checkbox"/> Use telephone chains to spread the word about a meeting or event <input type="checkbox"/> Use e-mail listservs to communicate with team members with copy to department heads <input type="checkbox"/> Fax items to alert people to special meetings and upcoming events <input type="checkbox"/> Distribute minutes of meetings in a regular and timely fashion <input type="checkbox"/> Conduct a telephone or e-mail follow-up if someone misses a meeting <input type="checkbox"/> Make an action plan for use of communication forms within team
4. Identify and develop relevant external communication policies that will impact on the CCFAP	<input type="checkbox"/> Identify existing communication policies within the hospital (eg, use of logos on materials, media releases, production of newsletters) <input type="checkbox"/> Identify communication liaison within hospital's media department <input type="checkbox"/> Establish communication protocol with liaison regarding CCFAP activities <input type="checkbox"/> Ensure that team members know about communication policies
5. Develop communication procedures for the core project team	<input type="checkbox"/> Create a positive environment where people can discuss anything openly <input type="checkbox"/> Set up expectations how communication will take place <input type="checkbox"/> Take into account the complexity of communicating with partners (eg, hospitality program participants.) <input type="checkbox"/> Ensure that team members know what their responsibilities are about communication within their own departments and with their constituents <input type="checkbox"/> Create and distribute minutes to team members after each team meeting
6. Establish a timeline for regular communication with stakeholders	<input type="checkbox"/> Use list developed in Action Item 1 of Tool 18 (Communication Planner), identify communication modes for each group; the following are examples: <input type="checkbox"/> Monthly column in hospital newsletter (distribution: hospital-wide, board members, local community contributors, families visiting hospital) <input type="checkbox"/> Minutes from core project team meetings (distribution: team members, department heads of represented departments) Timeline: biweekly (September – February) and then monthly thereafter <input type="checkbox"/> Program information flyer (distribution: families in waiting rooms, residents assigned to ICU, medical students assigned to ICU, ICU nursing staff) Timeline: Ongoing and according to rotation schedules
7. Other communication actions for your hospital or unit	