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| **Communication Objectives** | | **Communication Strategy** | | | **Communication Tactics**  **What Data Will You Share and How will You Share it?**  **Note: Think about the six sources of influence** | | | | |
| **Audience** | **Audience Key Concerns** | **Key Messages**  **(need, desire, consequences)** | **Strategy/Plan** | **Frequency** | | **Vehicle** | **Who Develops** | **Who Delivers** |
| Board of Directors | Cost/time | -Implementing the PRAPARE screening tool will help connect patients to the resources they need, which will build patient self-efficacy, reduce no-show rates and costs, and most importantly help our patients become healthier | - Presentations at Board meetings | Every 6 months | | PowerPoint | Beth | Elisabeth/ Lisa |
| SRCH Leadership | Additional Workload | -Implementing the PRAPARE screening tool will help connect patients to the resources they need, which will build patient self-efficacy, reduce no-show rates and costs, and most importantly help our patients become healthier | -Presentations at Clin-Ops  -Chiefs meeting: Naomi, Lisa, Gaby, Harold Jessica | Every 3 months (Sept)  Once | | PowerPoint  handout | Beth  Beth | Elisabeth/ Lisa  Elisabeth/ Danny/Jed |
| SRCH Providers | Additional Workload | -Implementing PRAPARE will help connect patients to the resources they need, which will build patient self-efficacy, improve patient outcomes, and create more joy at work with less burnout | -SDOH Ambassadors present at staff meetings at each site  -Provider meetings (on hold)  -Email/video blasts | Every other month  As needed  Every other week | | 5 min modules  Longer modules as needed  In house & resources | Beth  Beth  Beth | Ambassadors  ??  SDOH workgroup |
| SRCH Staff | Additional Workload | -Implementing PRAPARE helps our patients- our friends, family and community- connect with the resources they need. It is the right thing to do and is also a professional development opportunity. | -SDOH Ambassadors present at staff meetings at each site  -Email/video blasts | Monthly  Every other week | | 5 min modules  In house & resources | Beth  Beth | Ambassadors  SDOH Workgroup |
| Patients | Why do you want this personal information? | -We want this information so we can help. | -Posters  -Videos and slides on TVs | Ongoing  Ongoing | | Poster  Videos/slides | SDOH workgroup | N/A  N/A |
| Outside referral orgs | How are referrals going to come to me? Workload? | -We would like to have good communication to improve our referral process and support our patients. | -Email communication | Once at beginning | | Email | Coordinate with RCHC |  |