# Stakeholder Engagement Plan - Guide and Template

A Stakeholder Engagement Plan is a way to communicate with project stakeholders (patients, carers, families and clinicians/non-clinical staff on the ward/unit, hospital executives etc) to achieve their support for the project. It specifies the frequency and type of communications and activities that will help communicate, build and maintain engagement with your improvement project at all levels.

It is valuable to consider the following stakeholder issues before completing the Stakeholder Engagement Plan Template available on Page 3.

## Local Contacts and Governance

Your local Communications team is an essential stakeholder in any public communications (that is, to patients/families/carers) and can provide substantial assistance with internal communications to colleagues. Seek assistance from your local team for advice on developing print or online materials so you can meet standards including use of Plain English and compliance with branding guidelines. You will also need to work with this team to gain access to communications channels such as the intranet or public facing pages such as the internet or Facebook groups.

## Timeline

* What is the timeline for your engagement? When will it start and stop?
* Are there any significant milestones – will they align with your project plan?

## Stakeholders

* Make a list of everyone who may have an interest in your project.
* What is their current level of engagement? See below:
  + *Unaware. Not aware of the project and potential impacts.*
  + *Resistant. Aware of the project and potential impacts and resistant to change*
  + *Neutral. Aware of the project, yet neither supportive nor resistant*
  + *Supportive*
  + *Leading.*
* What do they already know about the project?
* What do they need to know?
* How much power do they have to influence the project?

## Engagement Activities

Each of your stakeholder groups will have unique characteristics, needs and motivations and will require different ways to communicate with them effectively. This will often require a variety of communication activities and you will need to be selective, so you don’t either overwhelm the audience or exhaust your team. Think about whether the following activities could be effective:

* Utilising hospital wide communication channels, such as a newsletter, intranet etc.
* Using local nursing, medical, pharmacy and clinical champions to advocate for improvement and support clinicians on the floor
* Creating a display board on the wards or fact sheet handout with education, information and data about the improvement project
* Setting a standing agenda item or PowerPoint presentation at regular meetings
* Using double staffing time or staff meeting to provide short, regular updates/ideas generation
* Creating posters, lanyards and computer screensavers
* Holding a project launch, workshop or integrate engagement activities into existing local events e.g. medication safety forums, grand rounds, CERS committee, deteriorating patient awareness week
* Conducting a quiz, creating social media posts or sending email communications
* Distributing information to general practitioner Visiting Medical Officers (in rural and regional areas).

## Feedback

Don’t forget to consider feedback pathways for your project and communications efforts.

# Stakeholder Engagement Plan Template

This template may be tailored as appropriate to your improvement project needs

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Example generic key messages to be used in all communications:***   * *Senior Executives/XXX Departments support the change* * *The activity is seen as a priority and fits with the hospital’s messaging on <insert issue name>* * *Influential medical and nursing staff are involved and leading the change* * *The change is about improving the care and experience of patients/their family/carers who are experiencing <insert issue name>* | | | | | |
| **Target audience** Who do you want to inform? | **Key messages for this audience**  What do you want to tell them? | **Communication methods**  How are you going to tell them? | **Who is responsible for doing it?** | **Deadline** By when it needs to happen? | **Date completed** |
| Project team – kick off meeting | * Introduce the team and project * Agreed ways of working * Review project objectives and management approach e.g. schedule / deliverables/ communication | Face to face | Project Lead Project Sponsor | Once |  |
| Project team meetings | * Update / review status of project * Monitor and assign key tasks * Monitor risks | Face to face Conference call | Project Lead | Fortnightly / As required |  |
| Executive | * Project status – high level information * Support may be required to ‘push’ the project or remove barriers | Face to face Conference call Written report/update | Project Lead | Monthly |  |
| Staff | * Project purpose and why it matters * Clarify their role in the project and what they can expect | Multiple methods e.g. email, grand rounds, clinical groups, leaflets/flyers/screen savers, intranet, internal social media, launch countdown | Project team | Ongoing through project |  |
| Patient/family/carers | * What is the project and its aims * What will be different and how it affects them * How they could be involved | Multiple methods e.g. posters, leaflets/flyers, internal TV channel, | Project team | Ongoing through project |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | * What matters to them? * How they can provide feedback and communicate ideas | screen savers, ideas/feedback box |  |  |  |
| Clinical Governance Unit and governing committee | * Project status – high level information * Data to demonstrate progress over time * Support may be required to ‘push’ the project or remove barriers * Specific promotional support eg World Sepsis Day | Written report/agenda items | Project Lead | Monthly |  |
| Other teams | * Consider linkages with other quality and safety initiatives |  | Project team |  |  |