# Communications plan – care homes

## Why is a communications plan needed?

Developing a communications plan and adding this into your project will ensure that all the people who need to know about your project, will do. This can help reduce delays.

Templates, forms and user guides, have been developed to help you share correct information.

* D2 Template - care home - staff information leaflet
* D3 Template - care home - letter to residents
* D4 Template - care home - resident information leaflet
* D5 Form - care home - resident consent form
* D6 Form - care home staff proxy access request
* D10 User guide - care home - TPP S1 ordering medication using proxy access
* D11 User guide - care home - EMIS Web ordering medication using proxy access
* D12 User guide - care home - Microtest ordering medication using proxy access
* D20 Good practice example - GP Online Services in Care Homes – ordering medications using proxy access
* Frequently asked questions

## Communications plan – content

### Key messages

Key messages should be clear and to the point, try to

* Keep the number of key messaged short to create 3-5 concise points
* Add the benefits for the target audience and for the care home
* Build the back story and some/all might be used on your website, e.g. case studies/testimonials

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### Who is your target audience?

For this project the target audiences are

* Residents and their families
* Practice staff
* Care Home Staff
* Pharmacy staff

### What resources are needed for this project

* Resident letter
* Resident leaflet
* Resident form
* Staff email
* Staff leaflet
* Staff form
* Staff user guide on how to use the system
* Web and social media; if you have a website or use social media you may wish to promote these changes on these. This gives you the opportunity to link to any appropriate resources

### Who to contact, when it will happen, and which resources will be used?

* **Staff comms** | let staff know what is planned, who to contact with any queries and exactly what they need to do. Give opportunities for questions and answers
* **Resident comms** | tell them about the proposed changes, who to contact with any queries and exactly what they need to do. Give opportunities for questions and answers.
* **Stakeholder comms** | work with the GP practice(s) and community pharmacies to make sure that their staff are aware that the changes are taking place

### Example communications timeline

This timeline gives you a clear plan for producing resources, when they will be used and who is responsible for delivering each activity.

|  |  |  |  |
| --- | --- | --- | --- |
|   |  |  | Week commencing |
| Activity | Format | Person responsible | 05-Oct-20 | 12-Oct-20 | 19-Oct-20 | 26-Oct-20 |
| Prepare resources |  | Project lead | 05-Oct-20 |  |  |  |
| Contact staff  | Meeting, leaflet and website | Care home manager |  | 12-Oct-20 |  |  |
| Contact stakeholders | Email | Project lead |  | 12-Oct-20 |  |  |
| Contact residents | Letter and leaflet | Care home manager |  | 14-Oct-20 |  |  |
| Go live for proxy ordering |  | Project lead |  |  |  | 28-Oct-20 |