

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 ▪ 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	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, leaflets/flyers, 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	Project team	Ongoing through project	
Other teams					

INSTRUCTIONS ON HOW TO COPY THIS TEMPLATE

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