**EXAMPLE Communication & Engagement Action Plan**

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| **Actions** | **Stakeholder Groups** | **Timescale** | **Lead** | **Progress/update** | **Status** |
| Agree clear objectives and scope for engagement  – opportunity for influence / what can and cannot be changed or considered / what do you want to achieve/find out?  - informing, engaging or consulting? |  |  |  |  |  |
| Define timescale for engagement, including time for collating and reporting feedback |  |  |  |  |  |
| Agree audience / complete stakeholder analysis |  |  |  |  |  |
| Is this a permanent change to service? If yes, is it major service change? (Link with Public Involvement Team and Healthcare Improvement Scotland) |  |  |  |  |  |
| Agree appropriate methods of communication / engagement for target audience(s)  - staff  - patients / service users / carers  - public / third sector / wider stakeholders |  |  |  |  |  |
| Identify communication opportunities/methods for project updates for appropriate groups  – how will you keep people informed? |  |  |  |  |  |
| Develop consultation materials/methods e.g. survey, focus group discussion points, feedback forms, drop-in sessions …  - consider testing before roll out  - how will feedback be collated, evaluated and fed back? |  |  |  |  |  |