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|  | **Communication plan – policy launch** |
| **What do I want to achieve?**  Objectives – do you want to inform, improve awareness or change behaviour? | * **Inform -** Launch new comments, compliments and complaints policy to the organisation – existing policy  that has been reviewed and been updated * **Inform –** launch whistleblowing policy to the organisation – new policy * **Raise awareness** of these policies |
| **Who do I want to talk to?**  Your audience – be specific, what do you already know about them? | * All staff * Managers |
| **What do I want to say?**  Key message – keep it simple no more than three. What do you want your audience to think, feel, know, and/or do? | 1. All staff – **know** - new policies support our commitment to culture change 2. Managers - **do** - responsibility to be aware of policies and cascade to their teams 3. All staff – **feel** confident in with the process and policy |
| **How shall I say it?**  Channels and tools – what is available and what will be effective? Can we work with any partners? | * The Shout (weekly e-newsletter to all staff) * 60 Seconds On-Call briefing (weekly e-newsletter to on-call employees, WMs and SMs) * Jo’s Monthly Blog * Daily News * Email to managers * Poster in monthly all site and station packs * “Quick link” - button on intranet homepage * FAQs on intranet |
| **What deadlines am I working to?** Timescales and key dates | TBC |
| **How do I know I’ve got it right?** | * Digital data and statistics- how many employees have read the Daily News story, clicked The Shout, read Jo’s Blog, clicked the “quick link” button on the intranet homepage * Annual stats of employees engaging in process – do we want to see an increase based on awareness? * Daily news poll – test awareness and knowledge that these policies exist, and whether they have been referred to or used |
| ***Client: Communication lead:***  ***Date:*** | Rick Hylton, Deputy Chief Fire Officer Emily Cheyne, Head of Corporate Communications and Marketing 13/05/2019 |
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