Communication plan CPHG reviews

The [x] review explored [x].

A communication plan to disseminate the key findings of the review is outlined below.

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| **Aim:**  What do you want your communication to achieve?  (How would you like people to act after reading the review – e.g use the review to inform policy, improve future evaluations?) |  |
| **Audience:**  Who is the key audience(s)?  (What is the remit for each audience group and why do they need to know about the review? Audience groups might include: researchers, decision makers, programme implementers.)  What are the key organisations?  Who are the key people? (build up a list in a spreadsheet)  What information do these organisations need to act upon the message? |  |
| **Message:**  What are the key messages from the review?  In short statements summarise what the 2-3 take home messages of the review are.  (What do we now know, which we didn’t know before the review was carried out? How do you want people to act following the review, what information do they need for action?  Do you have one message for multiple audiences or multiple messages for multiple audiences? (Are your messages different depending on your audience? Do different contexts change your message? |  |
| **Products:**  What kinds of communication products will promote, display and deliver your messages?  (One page summary, podcast, webinar, blog, press release?) |  |
| **Channels:**  What channels will promote and disseminate your products?  (How will you reach your intended audience? Will it be direct contact email, phone call, twitter? Or indirect – do relevant organisations have a newsletter you could contribute to, is there a blog which you could contribute a guest blog to?) |  |
| **Resources:**  Who will deliver what within the communication plan?  (What support do you need from CPHG? Who will be responsible for developing products and who will be responsible for promoting/delivering the products to the intended audience) |  |
| **Branding:**  How will the communication products be branded?  (How will Cochrane and CPHG be acknowledged?) |  |
| **Timings:**  What is the time frame for delivery?  When will the comms plan be delivered by?  Are there any opportunities (conferences, news events) which could be used to communicate the review? |  |
| **Measurements of achievement:**  How will you know when your communication plan is successful?  What would have changed?  How can you assess whether you used the right tools and had any influence |  |