Communication: Building blocks and success criteria

Overview

Building block	People	Culture	Systems
Success criteria	Identify stakeholders: ❑ Trust board ❑ Users and carers ❑ Professionals ❑ Professional and other administrative staff ❑ IT staff ❑ Voluntary sector partners ❑ Local government ❑ NHS organisations ❑ 'Expert patients' ❑ PPI/scrutiny: people on mailing lists of those interested in service developments.	❑ Everyone's interested in information resources ❑ Staff sharing IP stories ❑ Acting on user feedback.	❑ Marketing pack: press, posters, presentations, articles, etc. ❑ Communication plan put to the project board, with communication linked to milestones ❑ IP space on your intranet, well publicised, and updated at least monthly ❑ External publicity through your press office, bulletins, local press, voluntary sector outlets, and local partners. ❑ Evaluation of communication plan undertaken, focusing especially on any gaps.