

Communications Plan - DRAFT

Background

This plan identifies the communication goals, activities, vehicles, audiences, and roles and responsibilities of key stakeholders for the twelve Ontario Systems Projects funded under the Drug Treatment Funding Program (DTFP). The work plan outlined below is a draft and will be adapted and refined to respond to individual project needs and the needs of the overall suite of projects.

Communications about the Ontario Systems Projects will be sent to a broad range of stakeholders regularly and at key stages of the initiative.

We will also take advantage of the networks and communications vehicles of Project Leads, Advisory Structure members, Steering Committee members, partner organizations, and other key stakeholders in order to ensure the greatest possible reach.

Communication Goals

- To engage and facilitate communication among key stakeholders directly involved with projects
- To support individual project communication needs
- To keep stakeholders apprised of project developments
- To increase awareness of and amplify the DTFP-funded initiatives
- To promote uptake of project findings and recommendations

Roles and Responsibilities

Evidence Exchange Network (EENet; formerly OMHAKEN):

- To develop communications, with input and review by key stakeholders (i.e., Steering Committee, Project Leads/teams, Advisory Structures)
- To coordinate the implementation of the communications work plan and report on progress
- To support individual project communications needs
- To disseminate communications through EENet channels

Project Leads:

- To develop web content and other communications
- To disseminate communications to their networks, modifying, if required, to meet the needs of their stakeholders
- To provide EENet direction and feedback on draft communications
- To articulate respective project communications needs to EENet

Steering Committee and Advisory Structures:

- To provide EENet direction and feedback on draft communications
- To disseminate communications to their networks
- To act as advocates or champions of the DTFP initiatives and promote uptake of findings in their networks

Audiences

Communications will be modified to meet the needs and preferences of particular audiences. Potential audiences include:

- Ministry of Health and Long-Term Care and other relevant Ministries (i.e., Community and Social Services, Children and Youth Services, Municipal Affairs and Housing)
- Community addictions agencies
- Addictions service providers
- Housing and homelessness programs
- Consumer/survivors, family members
- Local Health Integration Networks
- Health Canada
- DTFP national network

Work plan

Activity	Tasks	Description	Start date	End date	Process notes	Responsibility
Supporting individual project needs		<ul style="list-style-type: none"> Initial meetings with Project Leads to discuss communications needs/validate messaging 	June 2011	August 2011		EENet Coordinating Centre and Project Leads
		<ul style="list-style-type: none"> Develop/tailor communications as needed 	July 2011	Ongoing	<ul style="list-style-type: none"> Contact Project Leads regularly to stay apprised of communications needs Handle ad hoc requests 	EENet Coordinating Centre and Project Leads
Supporting creation of Advisory Structures	Support project teams in recruiting Advisory Structure members	<ul style="list-style-type: none"> Develop project Advisory Structure member request letter (e.g., for Youth Services System Review Project) 	July 2011	---		EENet Coordinating Centre
	Recruit volunteers for People with Lived Experience and Family Members Advisory Panel	<ul style="list-style-type: none"> Develop volunteer request letter 	July 2011	---		EENet Coordinating Centre with feedback from Steering Committee members
		<ul style="list-style-type: none"> Provide finalized volunteer request letter to Advisory Committee for action 	July 2011	---	<ul style="list-style-type: none"> Project Leads will be asked to forward letter to respective Advisory Structures requesting names of individuals who may be interested in participating 	EENet Coordinating Centre, Steering Committee, Project Advisory Structures, project teams
		<ul style="list-style-type: none"> Follow up with identified potential volunteers 	August 2011	---		EENet Coordinating Centre
Facilitating communications among key stakeholders (Project teams, project Advisory Structures, Steering Committee)	Regular communications/soliciting feedback	<ul style="list-style-type: none"> Including website content generation, feedback on communications materials (e.g. stock slides) 	July 2011	Ongoing		EENet Coordinating Centre
	Host launch event	<ul style="list-style-type: none"> Plan and execute networking/ brainstorming event for key stakeholders 	October 2011	---		EENet Coordinating Centre
		<ul style="list-style-type: none"> Develop key messages from discussion with action items and send to participants 	October 2011	---		EENet Coordinating Centre
Engaging broader stakeholder community; maximizing reach	Develop stock communications	<ul style="list-style-type: none"> Create high-level PowerPoint slides that can be tailored for different uses 	July 2011	---		EENet Coordinating Centre with content from Project Leads
	Develop and maintain website	<ul style="list-style-type: none"> Purchase www.ontariodtfp.ca URL 	July 2011	---		EENet Coordinating Centre
		<ul style="list-style-type: none"> Purchase web hosting package and select and deploy open source content management system (e.g., Drupal) <u>OR</u> install free publishing platform (e.g., Wordpress) 	July 2011	---		EENet Coordinating Centre
		<ul style="list-style-type: none"> Inform project teams/advisory groups of web presence; solicit content 	August 2011	---		EENet Coordinating Centre

		<ul style="list-style-type: none"> Populate web space with content 	August 2011	Ongoing	<ul style="list-style-type: none"> Contact project leads regularly to gather new content for the website 	EENet Coordinating Centre with content support from project teams
		<ul style="list-style-type: none"> Launch website 	August 2011	---		EENet Coordinating Centre
		<ul style="list-style-type: none"> Inform all stakeholders of website launch (e.g., via email update to EENet membership) 	August 2011	---		EENet Coordinating Centre
		<ul style="list-style-type: none"> Inform all stakeholders of updates to web content 	August 2011	Ongoing	<ul style="list-style-type: none"> EENet to send regular email updates to listserv Project teams, Advisory Structures, Steering Committee to send updates to key stakeholders 	EENet Coordinating Centre, Steering Committee, Project, Advisory Structures, project teams
	Develop DTFP eNewsletter	<ul style="list-style-type: none"> Develop distribution list for suite of initiatives and send eNews updates using free email marketing solution 	Quarterly	---	<ul style="list-style-type: none"> Will use content from project update narrative reports due quarterly (?) to satisfy external evaluation requirements so that minimal additional work will be needed from Project Leads/teams 	EENet Coordinating Centre with content from Project Leads
	Engage EENet membership	<ul style="list-style-type: none"> Send regular email updates to listserv with links to content on DTFP website 	August 2011	Ongoing		EENet Coordinating Centre
	Leverage partners' communication vehicles	<ul style="list-style-type: none"> Identify and use partner organizations' communications vehicles (e.g., eNewsletters, webinar series) 	August 2011	Ongoing		EENet Coordinating Centre, Steering Committee, project teams, Advisory Structures
	Communicate results	<ul style="list-style-type: none"> Post final reports on website 	March 2013	---		EENet Coordinating Centre
		<ul style="list-style-type: none"> Disseminate final reports using EENet, partner organizations' communications vehicles 	March 2013	---		
		<ul style="list-style-type: none"> Disseminate evaluation findings 	March 2013	---		EENet Coordinating Centre, Steering Committee, Advisory Structures, project teams
Facilitate uptake	Develop products and tools	<ul style="list-style-type: none"> Develop and disseminate clear language summaries of projects for non-academic audiences 	March 2013	---		EENet Coordinating Centre with support from Project Leads
		<ul style="list-style-type: none"> Develop messages about how findings can be used by different stakeholder groups 	March 2013	---		EENet Coordinating Centre with support from Project Leads