

EXAMPLE Communication & Engagement Action Plan



Project Name

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?					

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