



How to use this outline:

- Use the following outline as a starting point to facilitate a conversation between your Professional Wellbeing Team and the Communication Team at your hospital and create a communication plan.^{vii}
 - As the Executive Sponsor, work with the Communication Department or Team at your hospital or a communication professional on your Professional Wellbeing Team to fill in the notes section and save this as a reference point as the full team moves through the following Actions.
- Consider diversity in roles and demographics when developing your plan. Products and messages may need to be tailored to best reach different members of your workforce.
- Continually use this outline as an internal reference point to ensure that you are keeping your workforce up to date as you progress.

Section	Guiding Question	Tip
Background	What do you know about the current state of professional wellbeing at your hospital?	Use the Hospital Review Worksheet from Action 1 to find a summary of your organization's current efforts.
Notes:		

Section	Guiding Question	Tip
Goals	What effect do you want your communication efforts to have?	Aim to make these “SMART” goals, meaning Specific, Measurable, Achievable, Relevant, and Time-Bound.
Notes:		
Audience(s)	Who do you want to reach and why?	Ensure you aim to reach licensed healthcare workers as a starting point. As your communication and wellbeing work continues, be sure to reach other staff within the hospital including patient care technicians, facilities, and custodial staff, clerks, and others.
Notes:		

Section	Guiding Question	Tip
Messages	What do you want people to know?	Keep your messages consistent, focused on a specific topic, and aligned with your goals. Start with messages for licensed healthcare workers and consider how to tailor or adjust your messages based on other hospital staff audiences.
Notes:		
Channels	How are you going to get your message out to your audience?	Consider using a combination of in-person events, digital communication, and print materials to reach healthcare workers at your hospital, including opportunities for two-way communication.
Notes:		

Section	Guiding Question	Tip
Materials	What products will support your communication efforts?	Use a variety of formats and channels (e.g., posters/signs, email listservs, etc.) to increase the chances of your staff seeing/hearing your updates. Find shareable materials on the <i>Impact Wellbeing website</i> to get started.
Notes:		
Timing	How often will you communicate with your workforce?	Plan your communication around milestones (e.g., introducing the Professional Wellbeing Team, launching credentialing updates). Consider timing these announcements with existing events like Grand Rounds or scheduled department meetings.
Notes:		

Section	Guiding Question	Tip
Evaluation	How will you know that your messages reached your audience?	Ask managers and staff if they remember hearing/seeing updates about your hospital's wellbeing work (such as updates to credentialing application questions from Action 3). You could also use emails or in-person meetings to collect this feedback.
Notes:		

^{vii} Centers for Disease Control and Prevention [2018]. [Health communication playbook: Resources to help you create effective materials](#). Atlanta, GA: Centers for Disease Control and Prevention.