

Virtual Peer Support Network

COMMUNICATIONS CHECKLIST

A clear communications strategy is integral to the utilization of a peer support network. Use this checklist to help develop a plan for reaching clinicians and staff in your organization. It is important that you involve the communication and marketing department in this process from the very beginning. Be sure to give them advance notice if you will need help designing materials, writing content, or disseminating information.

WHAT: WRITE & DESIGN MARKETING MATERIALS

- ☐ Create a page on your organization's intranet.
- ☐ Decide what materials will be helpful. Consider how you have communicated about other programs in the past.
- ☐ Ideas for materials include:
 - Posters
 - Brochures
 - Table tents
 - Badge clips
 - Screen savers
 - Emails

Click [here](#) for samples of co-branded materials and resources for internal communication teams.

HOW: DECIDE ON COMMUNICATION CHANNELS

- ☐ Present at events or schedule meetings with key people. Consider who will be doing the outreach – in some cases, it is more powerful to hear directly from peer supporters. Ideas include:
 - Board meetings
 - Grand rounds
 - Regular clinician and staff meetings
 - Wellness fairs
 - Department events
- ☐ Ask Human Resources if information about the Network can be included in onboarding materials.
- ☐ Ask Risk Management if information about the Network can be given to people involved in adverse events..
- ☐ Decide which email newsletters and social media channels would be best for promotion.
- ☐ What areas of the facility are best for signage? Hang posters in the break room, kitchen, or bathrooms.

WHEN: DEVELOP A WORK PLAN

- ☐ Set deadlines and goals.
- ☐ Work communication tasks into the overall peer support work plan.
- ☐ Include frequency of reminders. Communication is ongoing and materials should be sent out or posted regularly.
- ☐ Assign tasks to specific people.
- ☐ Meet regularly to assess, update, and refine the plan.