

Sample falls prevention communication plan

Communication plan template					
Project title: Queensland Stay On Your Feet®					
Why/Objectives: <ul style="list-style-type: none"> ➤ To establish and maintain effective communication with key stakeholders, the target group and the wider community ➤ To achieve broad community awareness about how to Stay On Your Feet® 					
Internal communication					
Who	What	How	When	By whom	Result
Project/program team	Project/program progress	Face-to-face meetings	Weekly	Team members	52 meetings were held
	Project/program issues	Written issues log	Fortnightly	Team members	26 issues were identified 23 were resolved favourably for the project /program One issue prevented an activity One issue is ongoing One issue has been referred to the Directors

(This plan is not exhaustive and more details can be included.)

Internal communication continued

Who	What	How	When	By whom	Result
Steering committee	Project/program progress and issues	Face-to-face meetings	Monthly Quarterly	Team members	12 meetings held Four written reports completed
		Written project reports			
Funding body	Project/program progress and issues	Written interim project reports	Six monthly		Two interim reports completed
		Written final report	At the end of the project/program		Final report completed

External communication

Who	What	How	When	By whom	Result
Older people, their families and carers	Project news, healthy active ageing	Newsletter	Quarterly	Working group	Six newsletters printed, sent to 2500 individuals, 3000 distributed at expos
	Vision and falls	Brochures and GP education	April	Working group	20,000 brochures printed and distributed
	Healthy active ageing	Newspaper editorial	April	Geriatrician	5600 sq cm print media coverage, equating to \$84,000 of advertising space
	Healthy active ageing	Presentations	As booked	Stakeholders, peer educators	150 presentations conducted to 1,500 participants

External communication continued

Who	What	How	When	By whom	Result
Stakeholders eg. general practitioners	Information about the project/ program and how GPs can be involved	Articles in Divisions of General Practice Newsletters	Monthly 1st article: project overview 2nd article: how to be involved 3rd article: showcase real life GP involvement and patient benefits		Three articles in six Division newsletters