

Communication and engagement plan	
Date produced	Project lead
Background	
Proposal/project information	
Provide details about the proposals being made, what impact will it have and what reaction do you expect?	
Key messages	
Remember the need to manage expectations. What can people influence/not influence?	
Target audiences	
For example: patients, carers, the media, MPs, etc.	
Objective of communications	
What are the measures of success?	

Budget
Methods of engagement/communication
What activity are you planning to carry out? Is it fair and proportionate?
Timescales
Include milestones and deadlines.
Equality and accessibility
Are there any specific considerations you for groups with protected characteristics or those who are 'seldom heard'?
Partner organisations
For example: Healthwatch, local authorities, patient groups.
Key contacts
For example: project leads, patient representatives who are involved, budget holders.

Risks and mitigating actions	
Risks	Actions
Evaluation	
Report back on the success/impact of the communications plan.	
Feed back to those involved	
Close the loop and describe how you plan to feed back to people who have been involved.	