**Internal Communication Planning**

**Guidance**

1. **Target Dates**

Target date refers to the date on or between which the communication activity should occur. It is important to consider the completion dates for other implementation activities when identifying a time frame for completion. For example, if educational tools are a critical component of the communication activity then it is important to note the date that the materials will be finished before targeting a date for the communication activity.

1. **Target Audiences**

The target audience consists of the specific people or group who will be the recipients of communication activities. Target audience is used to identify the people or group who will need to understand and/or use information related to the implementation of the intervention.

1. **Audience and Recommended Communication** **Type**– In considering who the target audience is, it is helpful to identify which type of audience they belong to and how they will use the information provided. Identifying the **audience type** (see below) helps clarify appropriate products and activities to support communication activities. The audience type helps to identify the types of products and information that should be provided to the target audience to ensure effective communication that facilitates implementation and utilization of the intervention.

Given the busy nature of target audiences, it is important to carefully consider the best and most efficient means by which to achieve the goal that has been designated for each group. There are many methods for communicating information. They style that is chosen should consider the depth of understanding that is required by the population, the time that the population has dedicated to the project, the nature of the relationship with the target audience, and the physical location of the target audience. For example, how you communicate with a judge will be different than how you communicate with a caseworker.

Some examples of communication types include on-site meeting or training, web-based training, briefings, non-in-person distribution of material, component of agenda at scheduled meeting or conference, webinar, roundtable discussion, question and answer session, etc. Remember that effective communication is likely to include multiple mediums, such as a meeting with handouts or a training and a follow up conference call.

Audience and recommended communication types are as follows:

* **Agency Leadership** – State, county, local, or private child welfare agency directors; or an individual who may be involved in setting agency policies and making decisions that influence practice or the availability of the intervention. These individuals like to receive high level, timely, one-to-two page communications, presentations, and hear stories to provide examples of an experience.
* **QIC-AG Team Members and Leadership**- A person who is designated as a member of the QIC-AG consultant or leadership Team.
* **Staff**-A social service agency/organization/individual whose is paid to actively support implementation and utilization of the intervention and is financially supported by QIC-AG funds. This may include case managers, supervisors, and practitioners who work directly to provide the intervention to children, youth, and families in the child welfare or related system; may work for a government or private agency. This group will likely attend trainings and benefit from written manuals and resources to provide guidance as a follow up to the training; short videos and on-line materials can also serve as a follow up to training lessons.
* **Team/Team Members**: Any person or group of persons who is are formal members of the teaming structure including members of the PMT, SAT, and Implementation Team. The communication type will vary depending on the team, the issue being communicated, and any decisions that will result from the communication.
* **External Partners**- An agency or practitioner whose active buy-in and support is critical to the success of the implementation and utilization of the program but is not financially supported by the QIC-AG and is not a formal member of the teaming structure. This may include child advocates, mental health professionals, judges, attorneys, etc. who work with the target population in the child welfare or related system; may work for a government, court or private agency. These individuals value presentations and succinct materials that summarize key points related to the project.

1. **Contributions Needed From Target Audience**

The contribution from the target audience is what the site needs the target audience to do to support the successful implementation and on-going utilization of the initiative. When communicating with members of the target audience, it is useful to think about what you want that person to do with the information you are sharing. Having an understanding of the end goal will help QIC-AG sites consider what types of communication will best prepare the audience for their contribution to the process.

1. **Responsibility**

To ensure effective and on-going communication, it is important to designate who/or what group at the agency is responsible for ensuring completion of the task. Responsibilities include scheduling meetings, preparing materials, compiling materials for distribution (copies, etc.), and presenting the materials. These tasks may not all be assumed by the same person or group so it is important to consider assigning responsibility for all aspects of the communication activity. If many people will be involved, it is important to designate a lead person to keep track of the progress.