Communication Planning

Focus on Communication

Active Implementation Frameworks (National Implementation Research Network, NIRN: http://nirn.fpg.unc.edu)

Consider these connections between each of the Active Implementation Frameworks and the benefits of strategic communication planning within CO-MTSS.

Implementation Teams (including Leadership teams): Internal and External communication across the system to establish readiness, exhibit transparency, build capacity, and refine collaboration.

Implementation Drivers (italicized and underlined): Necessity and value of effective communication: through strategic personnel development to enhance Competency for every contributing stakeholder; through adaptive and technical Leadership techniques for existing and changing environments; and as facilitative administrators shape the Organization with systems-level interventions.

Usable Interventions: Features and functions are clearly described and operationalized for every participating stakeholder.

Implementation Stages: Parallel to action planning is communication planning; from Exploration through Full Implementation, plans for communication (including mechanisms that support efficiency) should be articulated and executed to assure clarity of process and progress for every stakeholder.

Improvement Cycles: Using the Practice-Policy improvement cycle, feedback loops are established and maintained between the practitioners and beneficiaries of an innovation/initiative/intervention implementation. Leaders define and develop policies that enable effective practice, and implementers’ and customers’ input about practice informs the executive team to impact policy adaptations.

Communication Planning TIPS:

- Consider internal and external stakeholders’ availability, needs, access, and opportunities. 
  Note: Benefits and risks, as applicable.
  - Key features for comprehensive planning: Balance of Method & Message; Feedback loops; and Variations in duration of content delivery (e.g., 30-sec., 30-min., 3-hr.)