

Customisable communications plan

Men’s Health Week 2023

Please use the template communications plan in this document to plan your approach to engage stakeholders attached to your service this Men’s Health Week. A variety of digital and physical tactics and materials have been developed by the Care Opinion team available through direct download on the Care Opinion website, or via request through the Care Opinion team. Use the below prompts to consider what materials and key messages need to be implemented or developed to support stakeholder understanding and interaction with the Care Opinion platform.

# **Physical tactics**

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| **Target audience** | **Communication method & application** | **Key message** | **Owner** |
| Consumers | **Posters and Invitation links:** Display in service at ‘Care Opinion corners’ with other feedback options i.e. kiosk mode on an iPad and leaflets.  Develop and tailor a series of invitation links inviting consumers to share their stories with specific departments. | * **Boys:** Healthy habits start young. We know the importance of making boys feel comfortable, heard and respected. How have we made your son feel comfortable and safe to foster a healthy relationship with care? Or, how do you think could we improve our practice to create a safe space for boys and men in care? * **Aged care:** What do we do to make your father/grandfather/uncle/brother feel safe and cared for in our service? What healthy habits have you noticed them partaking in? * **Aged care:** What healthy habits are you able to engage in at our service? * We listen to and value men and boys’ stories shared on the platform. * We want to make care a safe and comfortable place for men and boys. What can we do that will make a difference for you? * [Messaging included on design] |  |

# **Digital tactics**

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| **Target audience** | **Communication method & application** | **Key message** | **Owner** |
| Staff and consumers | **Social media tiles:** Post on social media to encourage stories. Include some with story quotes and give direct staff shout-outs. Use invitation links in the caption. | * **Boys:** Healthy habits start young. We know the importance of making boys feel comfortable, heard and respected. How have we made your son feel comfortable and safe to foster a healthy relationship with care? Or, how do you think could we improve our practice to create a safe space for boys and men in care? * **Aged care:** What do we do to make your father/grandfather/uncle/brother feel safe and cared for in our service? What healthy habits have you noticed them partaking in? * **Aged care:** What healthy habits are you able to engage in at our service? * We listen to and value men and boys’ stories shared on the platform. * We want to make care a safe and comfortable place for men and boys. What can we do that will make a difference for you? * [Messaging included on design] |  |