



Communication checklist

Think about the purpose (**why**) for communicating the improvements to palliative care and advance care planning for older people in your care, **how** the information needs to be shared and with **who**. It is important to consider how to share the information in the most appropriate way for the intended audience.

Purposes (Why)	Communication Channels (How)	Audiences – internal / external (Who)
Engaging interest	Face-to-face conversations	Older people in your care (residents/clients/patients)
Confirming agreements	Meeting (internal, public)	Aged care & palliative care organisations
Recording commitments	Presentations - conferences, seminars	All Staff (at all levels) form care service providers involved in the partnering
Record of meetings	Workshops	Government including policy makers, public health (Commonwealth, State & local)
Information sharing	Story-telling	Aged care & palliative care community groups
Care improvement descriptions	Written minutes/notes	Peak aged care & palliative care bodies
Tracking progress	Email	Media / general public
Capturing the story	Phone calls	Local community
	Video/audio/photographs	Other aged care/palliative care providers (including those who might join the partnership or who might develop their own partnership inspired by this one)
	Site visits	
	Print media	
	Radio/TV	
	Video/DVD	
	Internet – aged care & palliative care websites, blogs, forums, newsletters	
	Written case studies	
	Newsletters	
	Publications	
	Formal reports	
	Evaluation reports	

Tip: Communication responsibilities can be shared across partners to encourage project ownership and increase promotional opportunities.

For a sample Communication Plan, [click here](#)

Adapted from:

Tennyson, R. (2011). *The Partnering Toolbook*. 26/02/2018 <https://thepartneringinitiative.org/publications/toolbook-series/the-partnering-toolbook/>

Tennyson, R., Huq, N., & Pyres, J. *Partnering Step by Step*. Bangladesh: the partnering initiative. Accessed on 26/02/2018 from <https://thepartneringinitiative.org/wp-content/uploads/2014/08/partneringstepbystep.pdf>