



Communications - 10 Practical Points to Consider

Reflections from the Research on RPA in The Health Sector

<p>1. Learn from others/best practice – Templates of communications strategies and plans in health and possibly education?</p>
<p>2. What does it mean for me? Ensure information answers key questions people have. (Again, learning from health research)</p>
<p>3. Boost Communication – Time of uncertainty; implications for resource levels and level of influence etc</p>
<p>4. Don't assume people will always say what they feel – Reticence and fear are factors</p>
<p>5. Face to face is critical – People want to 'see the whites of your eyes'.</p>
<p>6. Have a diverse and inclusive communications (dialogue) approach – More than emails, ensure communications meets audience needs as there could be issues such as literacy issues that affect the channel selected.</p>
<p>7. Ensure consistency of communication – Guidelines, tools kits and capacity building</p>
<p>8. Clear, accurate and timely information is a must – For example, journey maps, HR decisions disseminated quickly</p>
<p>9. Infrastructure – Ensure IT systems can support required communications plan.</p>
<p>10. Monitor and evaluate – Independently check how effective communications is.</p>

