

## Example of Communication Plan for VIP

Stakeholder  <i>Insert Stakeholder</i>	Issues related to this stakeholder  <i>List issues related to this Stakeholder</i>	Communications objectives  <i>(Separate row for each objective)</i>	Activities  <i>(Separate row for each activity)</i>	When	Who is responsible	Associated costs? Y or N
<b>External: Ministry of Health</b>	<ul style="list-style-type: none"> <li>▪ DHB Planning and Funding Team required to meet reporting requirements as outlined by Ministry of Health</li> </ul>	<ul style="list-style-type: none"> <li>▪ To ensure Ministry of Health are advised of the DHB response to FV Intervention (FVI); the VIP and the associated reporting in accordance with VIP contract service specification</li> </ul>	<ul style="list-style-type: none"> <li>▪ Six monthly and Annual report develop/contributed to by programme coordinator(s), managers, sponsors, Planning and Funding team to Ministry of Health outlining key programme objectives, implementations and outcomes</li> </ul>	<ul style="list-style-type: none"> <li>▪ Biannual</li> </ul>	VIP Coordinator, Managers, Sponsors & Planning and Funding Team	Yes, time and resource costs
		<ul style="list-style-type: none"> <li>▪ To ensure Ministry of Health are advised of the DHB response to FVI; the VIP and the associated reporting in accordance with DAP reporting requirements.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Annual reporting in accordance with District Annual Plan reporting schedule.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Annual</li> </ul>	VIP Coordinator, Managers, Sponsors, & Planning and Funding Team	Yes, time and resource costs
<b>External: Family Violence (FV) Agencies, including Oranga Tamariki, Women's Refuge and FVI agencies</b>	<ul style="list-style-type: none"> <li>▪ FVI within the health sector is reliant on collaboration with FVI community services</li> </ul>	<ul style="list-style-type: none"> <li>▪ To seek support of community FV agencies in form of referral pathways for people who disclose abuse to health care staff</li> </ul>	<ul style="list-style-type: none"> <li>▪ Invite Community FV agencies representative to be on DHB FVI steering Group</li> <li>▪ To develop Memorandums of Understanding between groups</li> <li>▪ For DHB to support community activities in relation to FVI as appropriate, e. g. community strategy meetings</li> </ul>	<ul style="list-style-type: none"> <li>▪ Meetings as per Terms of Reference for group.</li> <li>▪ At planning phase of programme establishment.</li> <li>▪ As and when indicated</li> </ul>	VIP Coordinator / Programme Leader/ Chair Steering Group	May need to pay for their time attending meetings, or provide koha to organisation to acknowledge their participation

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<b>Family Violence Agencies (continued)</b>	<ul style="list-style-type: none"> <li>Credibility of the DHB VIP with FV agencies</li> </ul>	<ul style="list-style-type: none"> <li>To seek community FV agencies endorsement of the VIP delivered within the DHB</li> </ul>	<ul style="list-style-type: none"> <li>Participation on VIP Steering Group</li> <li>Invite the agency staff to participate as a member of the training team as a trust relationship can be developed</li> <li>Seek feedback quarterly on quality and quantity of referral received.</li> </ul>	<ul style="list-style-type: none"> <li>At planning phase</li> <li>At planning phase</li> <li>Meetings as per Terms of Reference for group</li> </ul>	VIP Coordinator/ Programme Leader/ Chair Steering Group	
	<ul style="list-style-type: none"> <li>Demand for services in community may rise when VIP is implemented within DHB services.</li> </ul>	<ul style="list-style-type: none"> <li>To ensure the community FV agencies are advised of the programmes implementation plan</li> </ul>	<ul style="list-style-type: none"> <li>Invite Community FV agencies representative to be on DHB VIP Steering Group</li> <li>Seek feedback quarterly on quality and quantity of referral received.</li> </ul>	<ul style="list-style-type: none"> <li>Meetings as per Terms of Reference for group</li> </ul>	VIP Coordinator Programme/ Programme Leader/ Chair Steering Group	May need to pay for their time attending meetings, or provide koha to organisation to acknowledge their participation
<b>Internal: DHB &amp; Executive Leadership Team, Planning and Funding Team</b>	<ul style="list-style-type: none"> <li>Senior management endorsement of the VIP is fundamental to achieving and sustaining change</li> </ul>	<ul style="list-style-type: none"> <li>To acquire Senior Management endorsement of FVI within health sector</li> </ul>	<ul style="list-style-type: none"> <li>Seek a Senior Manager to Sponsor programme and include them in VIP steering group</li> <li>Provide presentations, briefing papers to raise awareness of FV with senior management team in DHB, highlighting reporting requirement</li> <li>Seek identification in District Annual Plan of FVI response within DHB</li> <li>Provide regular reports on VIP implementation progress, newsletters</li> <li>Seek mandates that endorse the</li> </ul>	<ul style="list-style-type: none"> <li>At planning phase</li> <li>At planning phase, ongoing</li> <li>At planning phase</li> <li>At planning phase</li> <li>Regular</li> </ul>	VIP Coordinator / Programme Leader/ Chair Steering Group	Yes, time and resource costs

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			<p>programme, e.g. mandatory training for staff in FVI</p> <ul style="list-style-type: none"> <li>▪ Produce quarterly and annual reports to Planning and Funding outlining progress</li> </ul>	<p>interval, quarterly</p> <ul style="list-style-type: none"> <li>▪ At planning phase</li> <li>▪ Regular interval, quarterly</li> </ul>		
<p><b>Senior Manager for Violence Intervention Programme (VIP)</b></p>	<ul style="list-style-type: none"> <li>▪ Appropriate management of VIP, in accordance with contract reporting requirements</li> </ul>	<ul style="list-style-type: none"> <li>▪ To ensure appropriate communication of FVI programme activities to Senior Manager to identify progress</li> </ul>	<ul style="list-style-type: none"> <li>▪ Formal meetings at dedicated intervals</li> <li>▪ Written reports provided monthly, quarterly and annually</li> </ul>	<ul style="list-style-type: none"> <li>▪ As per schedule</li> </ul>	<p>VIP Coordinator Programme/ Programme Leader</p>	<p>Yes, time and resource costs</p>
<p><b>DHB VIP Steering Group (SG) Members</b></p>	<ul style="list-style-type: none"> <li>▪ Appropriate representation to meet Terms of Reference (TOR)</li> <li>▪ Appropriate communication by SG with service/ department teams</li> </ul>	<ul style="list-style-type: none"> <li>▪ To ensure representation of VIP SG includes all key stakeholders</li> <li>▪ To ensure appropriate communication of VIP activities by SG to enable consultation and collaboration</li> </ul>	<ul style="list-style-type: none"> <li>▪ Seek appropriate membership with representation from all key stakeholders, working groups may also be established</li> <li>▪ TOR with clear guidelines as to group expectations</li> <li>▪ Meetings for formal communication, written and verbal</li> <li>▪ Meetings have accurate minutes delivered in timely manner</li> </ul>	<ul style="list-style-type: none"> <li>▪ At planning phase</li> <li>▪ At planning phase</li> <li>▪ Intervals as indicated by TOR</li> <li>▪ Completed following each meeting</li> </ul>	<p>VIP Coordinator / Programme Leader/ Chair VIP Steering Group</p>	<p>Yes, time and resource costs</p>

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<b>Maori Health Unit (MHU) Staff</b>	Appropriate communication and consultation of VIP, including training and policy	<ul style="list-style-type: none"> <li>To ensure appropriate communication and consultation of VIP activities to MHU Senior Manager to plan, implement and evaluate FVI progress</li> </ul>	<ul style="list-style-type: none"> <li>Regular meetings, including initial discussion about FVI with a focus on needs of Maori</li> <li>Participation of MHU Manager on VIP SG</li> <li>Regular follow-up in relation to consultation on policy, training and other FVI activities</li> <li>Circulate written reports on VIP progression</li> </ul>	<ul style="list-style-type: none"> <li>At planning phase</li> <li>As indicated, VIP SG TOR</li> <li>As indicated</li> <li>Monthly</li> </ul>	VIP Coordinator / Programme Leader	Yes, time and resource costs
<b>DHB Staff</b>	<ul style="list-style-type: none"> <li>Appropriate communication/consultation of VIP progression</li> </ul>	<ul style="list-style-type: none"> <li>To ensure appropriate communication and consultation of VIP activities with staff. From plan to evaluation.</li> </ul>	<ul style="list-style-type: none"> <li>Seek support for VIP from a Senior Medical Consultant to ensure medical support for FVIP (Member of FVI SG)</li> <li>SG TOR indicate representatives are responsible for communicating information to staff and providing feedback</li> </ul>	<ul style="list-style-type: none"> <li>At planning phase</li> <li>Following meeting, regular intervals</li> </ul>	VIP Coordinator / Programme Leader Members of VIP SG	Yes, time and resource costs