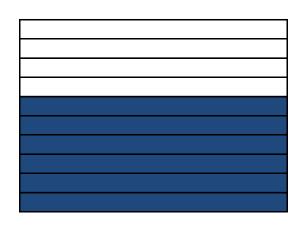
| Who are we targeting | What are the key messages |
|----------------------------|--|
| Patient and carers | Get your self home' 'Choose Home' 'Home First' 'There's no place like home' from the Wizard of Oz Peer support is available We all want you to feel as good as Steve. |
| Home HD/ PD trainers | Jieve. |
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| Vascular / PD access teams | |
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| CKD team | |
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| | |
| Hoem therapy leads | |
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| | |
| community nurses | |
| | |
| | |
| Admin teams | |
| Admin cams | |
| | |
| | |
| Trainees | |

| Consultants | |
|-------------|--|
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| What communication channel will we use? | Who in the team is leading this? |
|---|---|
| Provide opportunity for patients to speak to patients who are already doing it. | Link/ champion nurses on the satellite unit |
| Face to face roadshows | Experienced patients |
| Baxter Zoom roadshows | CKD staff |
| Access volunteer patients | In centre HD Staff |
| Live sessions with patients | Consultants |
| Lived experience of patients – blogs and vlogs | |
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| Frequency of the key message | | | |
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| Track results/ provide the improvement team feedback | | | | |
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