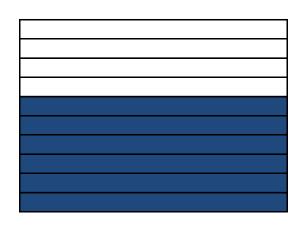
Who are we targeting	What are the key messages		
Patients	value of the project		
	why are doing the project		
	Whats in ir for them		
	What is going to be different		
	How will this impact on the		
	patients .		
Pharmacists			
Clinical Champions			
Clinical nurse specialist			
ommon manac apacianac			
nurses			
KQuIP			
	l		

What communication channel will we use?	Who in the team is leading this?
Patint groups	Consultants - Dr knows best
Newsletters included with clinic letters	QI team
word of mouth within patient communities	peer support groups
use the TV screen in waiting rooms	PREMS
posters	
hospital newsletters	
	+

Frequency of the key message Ensure all have heard the message at the Regular updates



Track results/ provide the improvement team feedback			