**NOF Fracture Pathway Communications Plan**

**Online**

* Guideline on intranet with links to policy documents and video
* Icon on front page for easy access
* Video – “Hip and Happening”
* Creation of a logo – “Hip and Happening”

**Direct Mail**

* Targeted email to staff groups at each site (/ ICU / ICU CNC/ Physio / Switchboard / Surg /Anaesthetics / Pain / ED Phase #2)
* Email invitation to all stakeholders – launch date, invitation to ‘Hip and Happening’ party in foyer.
* Email survey to managers 6 weeks post-implementation – Is it being implemented? Areas of improvement?

**Media**

* Articles in The Rounds, Periop Pulse, ED newsletter

**Collateral**

* Flyers – easy how-to guides
* Posters – around wards, behind staff toilet doors
* Laminated ‘business cards’ to put with id cards:

*Front:*

LOGO – Hip and Happening

NAME

ROLE

**NOF Fracture Pathway Team**

*Back:*

Description of role

QR code for easy online access to step-by-step guide

**Event**

* Foyer stands @ TWH, SDMH, SHH – “Hip and Happening” parties

NOTE: “Hip” was a common term in 1930s and 1940s (mostly in the African-American Jazz scene). Maybe we could do a stand with this kind of theme??

**Face-to-Face**

* Development of training materials
* In-services for ~~CHIP~~ in different areas (?? Wards Phase #1; ED Phase #2)
* Attend staff meetings – reminders and updates
* Two phase: #1 Leading up to Phase #1 B4 Ward and B4 East staff, surgical; #2 ED staff

**Other tasks:**

These items were on the ChIP task list – need help to adjust them for NOF:

* Organise and set up the NOF Pager
* Hire Casual research nurses
* TWH clinical managers handover book notice
* EMR icon