



Engagement & Communications Plan for Internal and External Stakeholders

Reviewed March 2022

About Hanover & District Hospital

Hanover and District Hospital (HDH) was originally established in 1923 and a new acute care hospital was built in 1973. A state-of-the-art facility with a 24-hour Emergency Department, the hospital operates as a 28-bed acute care organization with services and programs that include day surgery, two operating suites, obstetrics unit, multi-purpose intensive care, palliative care services, rehabilitation services, dialysis unit, specialist clinics, restorative care program, laboratory and diagnostic imaging.

The catchment area of approximately 18,000 people includes the Town of Hanover and surrounding area. HDH's vision is to be recognized as an innovative health care network. Its primary goal is to collaborate with partners to ensure that the residents of the region receive the highest quality care possible.

Executive Summary

Hanover and District Hospital's Engagement and Communication Plan is intended to guide the organization in communicating with its patients, people, community and partners. The Plan has been created to ensure that stakeholders in the catchment area of HDH are informed of appropriate activities and actions of the Hospital. The purpose, audience, message, and relations with the media and key stakeholders in the community remain vital.

Communication is the process of transmitting ideas and information. For HDH this means conveying the information of our organization, the programs and services, the issues faced as an organization, and the accomplishments, to the Board Governors, Auxiliary, Foundation, Staff, Physicians and community.

Stakeholders

Any person that is affected by healthcare is considered a stakeholder. The stakeholders for communication and/or engagement are:

External Stakeholders

- Patients and Families
- Donors
- Health Service Providers
- Health Care Community Partners
- General Public
- Media
- Government (political leaders, mayors, town councilors)
- South West Local Health Integration Network (SWLHIN)

Internal Stakeholders

- HDH Staff
- HDH Physicians
- HDH Auxiliary/Volunteers
- HDH Board of Governors
- HDH Foundation
- HDH Patient & Family Advisors

The President & CEO and Public Relations Committee will work with the Board Chair to communicate effectively. It is the goal of this plan to create a process of communication to ensure the success of HDH by engaging internal and external stakeholders in the process. Providing ongoing messaging through a variety of mediums develops trust and understanding with stakeholders. The communication plan can help raise awareness of the hospital's needs and challenges and also champion successes.

Planning Communication

The Public Relations Committee will be instrumental in raising awareness about the news and initiatives of HDH and the long-term benefits for our catchment area.

With each communication the following questions will need to be answered:

1. Why is this important to communicate? **(What's the purpose?)**
2. With whom do we want to communicate? **(Who are the stakeholders?)**
3. What do we want to communicate? **(What's the message?)**
4. How do we want to communicate it and through which medium? **(What communication tools are to be used?)**
5. What is the timeline of communications/presentations? **(Define when and who plans, prepares and presents)**
6. What needs to be developed? **(Develop material, ads, news articles etc.)**

The answers to these questions will establish the **action plan** to communicate successfully with the intended audience. This action plan will focus the messaging making it possible to target the stakeholders accurately, providing structure to define who HDH needs to reach and the medium. This process will make communication more efficient, effective and long lasting. The long term outcomes of the communication plan would be to raise HDH's profile and refine HDH's image as a Health Network providing our residents with the highest quality of care possible through creating an innovative health care hub. More importantly, flexibility is key in planning and being prepared to adapt messaging to ensure success.

Communication Tools

When the target audience is identified strategies can be defined as to which communication tool would be used to achieve maximum outreach and efficient information sharing. HDH is committed to provide accessible communication for our patients and visitors. Persons with disabilities will be given an opportunity equal to that given to others and will be considered when planning communication.

HDH uses several methods to communicate including:

- Patient Interactions (Staff and patient contact)
- Word of Mouth
- Website – www.hdhospital.ca
- Social Media (Facebook <https://www.facebook.com/HDHospital/>, Twitter @HDHospital, Instagram, Linked In & YouTube)
- Advertising (Media Releases, News Stories, Other Publications)
- Community Engagements/ Events
- Internal communications, including weekly e-blasts, staff forums and HDH Documents

Corporate Publications

Annual Report

Following the Annual General Meeting, the Hospital's annual report is released electronically on the website and social media.

Client Services Directory

The Client Services Directory is published annually at no cost to HDH as sponsors advertise in the publication. Hard copies are available in print for pick-up in high traffic locations (front lobbies & elevator), and electronically on the hospital's website.

Program/Service Brochures and Posters

These are developed as needed by program leaders and the Executive Assistant to the CEO using HDH's Graphic Standards. Templates are designed for patient information and presentation materials.

Media Relations

HDH recognizes that timely and accurate media attention can support recruitment and retention, employee and community engagement, reward and recognition, and fundraising and funding. Every effort is made to communicate with media in a proactive rather than a reactive manner via designated spokespersons. The hospital also provides press releases to the local newspaper when the need arises.

Digital Media

Corporate Website

The website is maintained by the Executive Assistant to the CEO and HR Administrative Assistant. The site will continue to evolve with new and improved content needed.

HDH Documents (Shared Drive) & Directorpoint (Board Portal)

The HDH Documents folder on the shared drive is used as a file storage and sharing system for memos, reports, hospital committee information etc. Memos and other items are regularly communicated via the "HDH E-blast". Directorpoint is used as a portal for the Board of Governors. It houses policies, by-laws, agendas and other committee information.

Social Media

Guided by a Social Media Policy and Social Media Annual Plan, the Executive Assistant to the CEO creates and maintains social media presence on Facebook, Twitter, Instagram, LinkedIn and YouTube. Pages are regularly updated with timely content and photographs related to hospital activities, services, disruptions and wellness content.

Objectives

The Public Relations Committee is responsible for developing and implementing a communications action plan which includes strategies for communication throughout the year to HDH's stakeholders. The Public Relations Committee's goal is ***to promote clear messaging and communication throughout***

the Hanover and District Hospital organization and its catchment area, the Network, LHIN and Ministry.

The objectives of the Public Relations Committee are;

1. To develop processes for communication via the HDH Communications: Action Plan (Appendix A), which will be updated annually by the committee;
2. To develop clear and consistent messaging and branding;
3. To improve the sharing of information between healthcare agencies/organizations;
4. To improve awareness of the role and successes of HDH as a leader in acute care; and
5. To improve information about services and resources.

The Hospital Brand

The Hospital is constantly growing and evolving. Communicating with a unified appearance for all formats will help our patients, staff, physicians and community better understand who we are, the services we offer and the values we share. (Refer to the Graphics Standards Manual) The *Accessibility for All Ontarians with Disabilities Act, 2005* and the HDH Accessibility Plan will be referenced when making communication decisions around branding.

Evaluation

For *internal* audiences, feedback to leaders, questions in forums and meetings, attendance at meetings and special events help provide an indication of the effectiveness and receptiveness of corporate messaging.

Measure of *external* communication, effectiveness can be gauged by media coverage (positive, negative, neutral), participation in Hospital events, letters to the editor, survey responses, social media followers, complaints related to communications, website traffic, donation influence and volunteer recruitment.

Related Policies

1. Board Policy # 301 – Board Linkage with Community
2. Board Policy # 302 – Board Linkage with Other Organizations
3. Board Policy # 503 – Communication and Supports to the Board
4. Board Policy # 504 – Development of Collaborative Partnerships
5. Administrative Policy # ADM 1-60 – Media Release
6. Administrative Policy # ADM 1-105 – Social Media

Appendix

Appendix A – HDH Communications: Action Plan

HDH Communications: Action Plan 2020/21														
Activity	A	M	J	J	A	S	O	N	D	J	F	M	Metrics Process and outcome	Budget
	1 Website Updates													
<ul style="list-style-type: none"> Minimum monthly Content News 	X	X	X	X	X	X	X	X	X	X	X	X	Google Analytics – Monthly Report including page views, demographics, search terms and device viewed on.	
2 Social Media														
<ul style="list-style-type: none"> Facebook, Twitter, Instagram, LinkedIn and YouTube 	X	X	X	X	X	X	X	X	X	X	X	X	Monthly Social Media Scorecard tracks reach etc. (Post to Facebook/Twitter 3 x per week)	No cost for accounts
3 Earned Media														
<ul style="list-style-type: none"> Consistent media coverage at least monthly – bi-weekly? 	X		X		X		X		X		X		News articles tracked on Social Media Scorecard. # of articles/coverage and compare to previous year(s)	
4 Community Engagement/Events														
<ul style="list-style-type: none"> Two per year Educational sessions on health subject May require guest speakers 										X			# of engagements and community attendance.	Location Rental if needed
5 Client Services Directory														
<ul style="list-style-type: none"> Update annually 						X								No cost to HDH with advertising sponsors.
6 Annual Report														
<ul style="list-style-type: none"> Created annually to highlight the years successes 				X									Post on website and social media.	
7 Internal Communications														
<ul style="list-style-type: none"> Weekly E- Blast to staff, foundation and physicians on current happenings. 	X	X	X	X	X	X	X	X	X	X	X	X	Internal E-Blast sent weekly highlighting current events and other information.	
<ul style="list-style-type: none"> CEO/Staff Forums 	X	X	X	X	X	X	X	X	X	X	X	X	Attendance and Staff Engagement	

HDH Communications: Action Plan 2020/21

Activity	A	M	J	J	A	S	O	N	D	J	F	M	Metrics Process and outcome	Budget
	<ul style="list-style-type: none"> HDH Documents 	X	X	X	X	X	X	X	X	X	X	X		
8 Evaluate progress on above and attainment of the objectives.														
												X		
9 Review Communication Plan & Graphic Standards Manual														
						X								
10 Public Relations Meetings														
<ul style="list-style-type: none"> 3 times per year minimum 		X							X			X	At the call of the Chair	
11 Review of Data from 2022/23 and create 2022/23 Action Plan														
										X				