



## 2004 Strategies – People Focus

### Step 3: Developing a Communications Plan for your Organization's Health Policies & Strategies

- Creating a healthy workplace usually requires a transformational change, and that requires communicating to all staff what is needed, why, and how they can each be a part of the big picture.
- Communication about the goals, objectives, activities and projected outcomes of your health strategy is important in keeping everyone abreast of what is happening.
- The development of a communications plan should be an integral part of your organizational health strategy. (For more on developing an Organizational Health Strategy, visit the CHWW 2003 Strategies in the Archives.)
- Your communications strategy should address the needs of all of the key stakeholders in your organization (see tips below).
- Among the various pieces of a communications strategy, you will want to include communications objectives, audiences (what are the needs of each, and how to reach them), messages, tactics (meetings, website, brochure, etc.) and how you will evaluate the effectiveness of the plan.

#### **Tips:**

- When communicating with each of the key stakeholders (audiences) in your organization, try to determine what their particular needs and questions will be around workplace health. For example:
  - **Senior Leaders** – some of the questions they may want answered include:
    - \* What is the competitive advantage to an organizational health strategy?
    - \* What is the business case for organizational health?
    - \* How does this fit with other strategies, initiatives and business goals in the organization?
    - \* What are the existing costs of organizational health in your company? (What do absenteeism, turnover, benefit costs, etc. currently cost?)
    - \* How does your organization compare to other organizations?

- **Middle Management** – some of the questions they may need answered include:
  - \* Why should I get involved?
  - \* What is in it for me/my department?
  - \* How will it make my work easier?
  - \* How can I play a part?
  - \* How do I communicate these strategies to my staff?
  
- **Employees** – some questions you may need to answer in your communications to employees may include:
  - \* Why is the organization embarking on this strategy?
  - \* What's in it for me?
  - \* How will it be rolled out?
  - \* How will it affect me?

***Workplace Health in Action!***  
**The City of Saskatoon's Communications Activities**

The City of Saskatoon has an employee base of 2800 and a well-established workplace health initiative. Following are some of the vehicles they use to communicate their goals and activities throughout the organization:

- ***Workplace Champions*** – employees who are recruited throughout the corporation in diverse work sectors. These employees receive information on the workplace health initiative and post or relay it to their co-workers.
- ***Brochures*** – a group of brochures, covering many aspects of their initiative are posted on staff bulletin boards.
- ***Email*** – an email is sent to all staff approximately once per month when there are targeted events to promote