

## Assignment 5 - Communications planning for GPP and Stakeholder Engagement

The goal of **communication** is to maintain trust and confidence in a research program. How a trial team communicates about a crisis can create understanding, build trust and catalyze sustained and more positive relationships with stakeholders. If mishandled, communication can lead confusion about the research findings, misperceptions about the benefits – where people focus only on inaccurate information and unbalanced reporting.

### 1. Focus area

Choose a focus area for this assignment based on your previous assignment (landscape analysis).

- ❑ **Improved internal communication and issues management** (e.g. to involve team members in scenario planning and create plans for public communication in response to issues)
- ❑ **Improved external communication** with key audiences to provide common talking points for leaders and empower communication (e.g. to decrease prevailing myths which affect the research the outcomes through involvement of stakeholders in messaging and dissemination of trial related information)

### 2. Audience and objective

- Based on your focus area for this assignment (as determined above), describe your key audience(s) for research related communication below:
- Define a specific objective for engaging these stakeholders in communications planning (to support the research) below. Use the following example as a guide. ***Implement quarterly reviews with trial sites and their CABs team that allow sharing of lesson learned about remote communication methods, barriers and success factor***

### 3. Communication methods

- What communication channels are most appropriate for your chosen audience?
- Describe why these methods are likely to achieve your objective, and then answer the questions below?
  - How can increase involvement of representatives of the audience in your planning process and communication activities? What are efficient ways to solicit their ideas and find out what they believe /need in order to refine your approach?
  - How can your team engage multiple community stakeholder groups or audiences to build their professional capacity? For example, how can you broaden their roles and involvement as communication resources for preparation and early intervention of issues related to new product access and roll out?
  - How can you overcome challenges related to technology, language, and culture in the context? For example, how can you increase remote **dialogue with key stakeholders in the community in order** to monitor what they need and want, and inform on what the government can provide during the pandemic?

#### **4. Communication focus**

Describe your methods for monitoring these communication plans and activities in your research program. Provide some examples of metrics or indicators of success.