Communications Planning Tool

Background: A key component of integrating Peers/ Consumer Workers into your organization is conveying their role to other staff and to clients. This resource will help you consider what information may be important to share, when, and how.

Key Question	Response	Who Will Share this Info?	Audience?	How/ When?
What role or gap will the Peer Worker fill in your service delivery?				
How will the peer worker's role and activities support your program's aims?				
How will the peer worker's role and activities support client health outcomes?				
What will clients be told about the role of peers in your organization, and when?				

If you are just beginning a Peer program, how will you orient <u>existing staff</u> to the roles/functions that peers will play at your agency?
  o In the department where the Peer Worker is employed?
  o Throughout the rest of the organization?
For example: Include in personnel policies; mention in team and/or staff meetings; announce via email, etc.				

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How will you orient <u>new employees</u> to the roles and functions of Peer Workers? *For example: Include in agency onboarding process; discussions with supervisor or manager, etc.*				

Will peers be involved in
  o Staff meetings?
  o Case conferences?
  o Will they have full or partial access to the agency's EMR system?				

Other employees may express concerns about the ability of peer workers to do the work, or do it in a professional way, such as maintaining confidentiality, maintaining boundaries or otherwise acting appropriately. What information can you share with staff to assuage these concerns? For example:
  • What training is being offered to Peer Workers?
  • Will Peer workers be subject to the same policies as the rest of the staff?
  • How will peers be supported?				

What staff may need additional information and/or support? *For example: information on certification, information on public assistance benefits and how they may be affected by wages, etc.*				

Key Question	Response	Who Will Share this Info?	Audience?	How/ When?
Other:				