REACH

QI COMMUNICATIONS PLAN

objectives	target audience	key messages	Communication strategy	outcomes	outcomes measures
Example: *Inform Leadership*	*Example:* *Chief & Council*	*Example:* *Inform about current QI initiatives being tested*	*Example:* *Monthly emails* *quarterly meetings*	*Example:* *keep leadership informed & involved*	*Example:* *Number of communications;* *New diabetes programs*