**Module 6: Awareness Campaign**

Step 1: Execute a public launch event

* Create public launch event
  + This is your chance to announce the program, share your urgency and plans, get stakeholder support and create accountability.
    1. You are creating a movement. Skipping this step moves your away from a ‘movement’ and into the communication realm.
    2. In what ways does this help build your influence?
  + You should have met with your sponsors beforehand and ask them to say a few words in support of the program.
  + Assignment:
    1. Set a date: E.g., October 7, 2024 and enter it into the roadmap.
    2. Review the template and modify for your home institution. Obviously, you don’t know the exact date or who is willing or able to speak. But, develop this as you’d like it to be and then you can work backward to ensure that you have built the relationships and interest with the people you want to support the program (e.g., CMO).
    3. Develop list of invitees: CMO, Division Head, CEO, CQO, CNO, hospital medicine group, unit nurse leaders/nurses, internal medicine residency program director, residents.

Step 2: Define the messages you want to convey and how you’ll do it.

* Consider the table below. Think about who you need to communicate with, how and where you can do it, and what your message will be.
* Assignment: Add, edit or subtract from this list based on the structure and intricacies of your organization.

Table 1: Define the Messages

|  |  |  |
| --- | --- | --- |
| **Who** | **How/Where** | **What Message** |
| Department Chair | 1-on-1 Meeting | Program Overview |
| CEO | Email | Sense of Urgency |
| CMO | Grand Rounds | Case Review Conference |
| CNO | Division Meeting | Business Case |
| CQO | Department Meeting | National Data |
| CFO | Nursing Huddles | Local Data |
| Director of Quality | Educational Conference | Interventions |
| Patient Safety Officer | Poster/Flyer | Improvements |
| Hospitalists | Swag | Best Practices |
| Nurses | Town Halls | Education |
| Residents | Social Media | Celebrations |
| Division Head | Flash Mob | Patient Stories |
| Other clinicians | Guerilla Marketing |  |
|  | Newsletters |  |
|  | Tracking Board |  |
|  | Cake! |  |
|  |  |  |
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Step 3: Create an awareness campaign calendar

* Go to the Implementation Roadmap.
* Populate the Roadmap with the elements (table 1) to communicate your message.
  + - Remember to add novel communication strategies--e.g., guerilla marketing, flash mob!
* Notes:
  + - Review your stakeholder map and be sure you are adequately ‘managing’ relationships.
    - This often means monthly meetings, emails, etc. Put this on the calendar.
    - It’s okay that you don’t know when your stakeholders can meet—list them in the cadence you’d like to meet as a placeholder you can update when you get home.
    - Your Roadmap may start to feel stressful and overwhelming. But you are only raising to consciousness the effort it takes to create a movement. This is hard work, but you can do it!