

HWSA
National Compliance
Campaign
Manual Handling, Slips
and Trips in Hospitals

Communications Plan

1. Purpose of Communication Plan

The purpose of this Communication Plan is to provide the strategic direction for communications activity in support of the national HWSA project for Manual Handling, Slips and Trips in Hospitals. The plan aims to provide clear direction to OHS jurisdictions participating in the project in terms of the communication outcomes that are intended and the strategies that will be employed to achieve these outcomes.

The Communication Plan outlines strategies to be undertaken at the national level and provides a framework for localised strategies to be planned and implemented in each participating jurisdiction to maximise the effect of the project.

2. Related documents

This Communication Plan supports the HWSA Project Concept document that outlines the project plan for this project.

3. Situation analysis

The Heads of Workplace Safety Authorities (HWSA) is a group comprising the General Managers (or their representatives) of the peak bodies responsible for the regulation and administration of occupational health and safety in Australia and New Zealand. HWSA has determined that a national Manual Handling, Slips, Trips in Hospitals compliance campaign will be held in 2007-2008. HWSA has nominated Workplace Standards Tasmania as the lead agency to coordinate this national compliance campaign.

This project will involve an audit of hospitals around Australia to ensure compliance in four key areas. These are:

- Manual tasks in non clinical task (nominated tasks in kitchen, laundrette and central sterilising department (CSD) areas)
- Bariatric care management systems (survey only)
- Slips, trips – audit of environment in nominated high risk areas
- Barriers/enablers to the use of control measures

A pilot will be held in the first phase of the project that will enable the audit tool to be tested and any other issues to be resolved prior to national implementation of the project.

A Project Concept Plan is in place that outlines the details of the project. This document should be read in conjunction with that document. Statistical information relevant to this project is contained within the Project Concept Plan

4. Project phases

This Communication Plan is structured to outline the communication activity associated with each phase of the project. These phases are:

Phase 1: Development/ Pilot

Phase 2: Consultation

Phase 3: Auditing/Compliance Activities

5. Role of Jurisdictions

For this project to be most effective, both the lead jurisdiction and participating jurisdictions will have particular roles and responsibilities in relation to communications. This section aims to outline those role and responsibilities of all participants.

Heads of Workplace Safety Authorities (HWSA)

The group of General Managers (or their representatives) from the peak bodies responsible for the regulation and administration of OHS in Australia and New Zealand.

Lead jurisdiction/ Project team

Refers to Workplace Standards Tasmania, as the nominated leader of this project and the group of Workplace Standards staff responsible for leading this project and facilitating and guiding activities that need to be taken at the jurisdictional level.

National working group

Refers to the representatives from each state responsible for meeting with the project team and coordinating the project at a jurisdictional level

Participating jurisdictions

Refers to the jurisdictional OHS authorities participating in this project

ASCC Technical Communications Group

The group of communications managers (or their representatives) responsible for managing communications activity in OHS jurisdictions in Australia.

Pilot group

The industry group in a nominated jurisdiction to which the project will be delivered during the development phase.

Role of Lead Jurisdiction

The Lead Jurisdiction (Tasmania) will be responsible for:

1. Developing and coordinating a communications plan that outlines the overall communication objectives and strategies of the project; that outlines strategies to be undertaken at a national level; and that provides a framework for jurisdictions to localise their own communication strategies to achieve the overall project objectives.
2. Leading the implementation of communication activity according to the scheduled timetable.
3. Ensuring key national stakeholders are advised and kept informed of the project progress
4. Ensuring there is a mechanism in place to ensure local stakeholders are advised and kept informed of the progress of the project by local jurisdictions.
5. Informing participating jurisdictions about the progress and status of the project.
6. Developing and coordinating national communications strategies
7. Developing a national media release to be distributed to the national media and developing a shell media release for jurisdictions to localise.
8. Provide spokespersons for local media comment.
9. Developing consistent template documents for implementation of project – audit tool, form letter
10. Developing form letter to industry to be adapted to state levels
11. Develop overall advisory letter to stakeholders to be adapted to state levels .
12. Ensuring jurisdictional level Communications Divisions, through ASCC Technical Communications Group, are aware of communication responsibilities and activities.

Role of participating jurisdictions

Participating jurisdictions will be responsible for:

1. Providing input into communication strategies through the National Working group meetings.
2. Providing resources for implementing communications activity at the jurisdictional level.
3. Developing localised communication strategies to feed into framework communications plan.
4. Advising local stakeholders.
5. Localising the shell media release and distributing it locally.
6. Adapting letters and advisories to local level.
7. Liaising with local jurisdictional communications staff re communications activity.

6. Communication goal, objectives and key messages

Communications goal

The communication goal of this project is to ensure that stakeholders and industry at both the national and local levels are aware of the manual handling, slips and trips in hospital project, and are kept informed of the progress and results of the project.

Objectives

The communication objectives for each phase of the project are:

Phase 1 – Development/pilot

1. To inform internal jurisdictional communications departments of the detail of the project.
2. To communicate the details of the pilot strategy to the project working group.
3. To communicate the pilot strategy to the inspectorate and industry group in the pilot area.

Phase 2 - Consultation

4. To inform stakeholders and industry groups of the project.
5. To raise awareness generally of manual handling and the manual handling, slips and trips in hospitals project.

Phase 3 – Auditing and Compliance Activities

6. To communicate to stakeholders that audits are being undertaken and what to expect from the campaign.
7. To raise awareness of the availability of the national Manual Handling Code of Practice and other manual handling , slip/trip guidance material.
8. To notify hospitals of non-compliance with audits.
9. To advise participants of ASCC manual handling survey.

Phase 4 – Evaluation

10. To inform working group of project to stakeholders.
11. To communicate outcomes of project to stakeholders.
12. To develop the framework for a post intervention study and educational campaign for 2009-2010.

To achieve these objectives, specific strategies at the national level and the jurisdictional level need to be undertaken – these are outlined further on in this document.

Key messages

The following describe the key messages that HWSA wants to promote in its communications activity.

- The health and community services industry accounts for 12% of all workers compensation claims where the employee was off work for one or more weeks.
- The main causes of compensated injury and disease in this sector is muscular stress and falls and trips

- Health and safety authorities around Australia will be delivering an intervention and compliance campaign in targeted areas of hospitals around Australia.
- Inspectors will visit hospitals and undertake audits in targeted areas.
- Enforcement action may be undertaken where non-compliance is found
- Educational information will be available from inspectors during these visits.
- For more information contact your local health and safety authority.

7. Target audiences and stakeholders

Target audiences

- Employees working in target areas of hospitals
- All managers responsible for workplace health and safety in targeted areas
- National and local stakeholders of this project.

Stakeholders

Primary national stakeholders

- HWSA
- Project Team (running project)
- Working group
- ASCC
- ACTU
- Australian Nurses Federation
- Australian Private Hospitals
- Catholic Health Australia Incorporated
- Health Services Union of Australia

Secondary national stakeholders

- ASCC Technical Communications Group
- Medical Associations
- Employer groups
- Accreditation groups
- Australian Chamber of Commerce and Industry
- Australian Day Surgery Association
- Australian Commission for Safety and Quality in Health Care
- Private Health Industry Quality and Safety Committee
- Australian Resource Centre for Hospital Innovations
- Australian Council of Trade Unions
- Liquor, Hospitality and Miscellaneous Worker' Union
- Australian Salaried Medical Officers Federation
- Australian Health Care Association
- Royal Australian College of Surgeons

Primary jurisdictional stakeholders

<JURISDICTIONS TO INSERT PRIMARY STAKEHOLDERS HERE>

- <States to insert their Health and Safety Inspectors>
- <States to insert local hospitals and participants>
- Royal Hobart Hospital
- Launceston General Hospital
- Department of Health and Human Services
- <States to insert their local health departments >

Secondary jurisdictional stakeholders

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8. Communication strategies

To achieve the objectives of this project, the following communication strategies will be implemented for each objective.

Phase 1 – Development/ Pilot

Objective 1. To inform internal jurisdictional communications departments of the detail of the project.

Strategy	Who	When	Complete
Provide Working Group with communication plan (and project plan); advise them to note particular responsibilities they may have and the name of their local project liaison person	Project Team	Oct 07	
Advise any other jurisdictional groups who are not part of the Working Group	Project Team	Oct 07	

Objective 2. To communicate the details of the pilot strategy to the project working group.

Strategy	Who	When	Complete
Develop details of the pilot strategy with the working group	Project Team (Kath and Valerie and Pam)	Dec07/Jan08	
Deliver the pilot	Jurisdictions	Early Feb 08	
Advise the working group of outcomes of pilot	Project Team	End Feb 08	

Objective 3. To communicate the pilot strategy to the inspectorate and industry group in the pilot area.

Strategy	Who	When	Complete
Brief jurisdiction who will be running pilot	Project Team	End Jan 08	

Train inspectors in pilot area in the use of the audit tool	Each Jurisdiction	End Jan 08	
Advise stakeholders of pilot group of the project	Project Manager with pilot state	Dec 07	
Advise pilot group of project	Project Manager with pilot state	Dec 07	
Advise the working group of outcomes of pilot	Project Team	End Feb	

Phase 2 – Consultation

Objective 4. To inform stakeholders and industry groups of the project

Strategy	Who	When	Complete
Identify national stakeholders and incorporate a listing into the relevant section of communications plan	Project Team	Dec 07	
Identify local stakeholders and incorporate a listing into the relevant section of communications plan	Jurisdictions	Dec 07	
Develop letter to stakeholders – national and local (reference ASCC survey)	Project Team/ Jurisdictions to adapt	Jan -Feb 07	
Develop letter to target groups to be audited (reference ASCC survey)	Jurisdictions	Jan -Feb 07	
Inform national stakeholders	Project Team	Jan - Feb 07	
Inform local stakeholders	Jurisdictions	Jan - Feb 07	
Develop inspectorate information kit – includes audit tool, information about the ASCC survey sample notices, information / list of relevant resources, materials delivered during inspector training	Project Team	Jan 07	
Brief participating inspectors about project inspectors need training to ensure consistency and intended application of audit program	State reps from National Working group (NRG)	Mar 08	

Objective 5. To raise awareness of the manual handling, slips and trips in hospitals project and of manual handling generally.

Strategy	Who	When	Complete
Develop national and local media release ¹	Project Team	Jan 08	
Distribute national media release	Project Team	Feb 08	
Distribute local media release	Jurisdictions	Feb 08	
Project is communicated in jurisdictional newsletters and other promotional material	Jurisdictions	Jan-March 08	
Develop web-site for 'Safe Steps' national compliance and intervention campaign	Project Team	Mid Jan-Feb 08	

Objective 6. To advise participants of the ASCC manual handling survey

Strategy	Who	When	Complete
Communicate ASCC survey being done. (will be referenced in letters to stakeholders national and participating hospitals)	Jurisdictions	Jan-March 08	
Put ASCC survey on website and communicate that survey is there	Project Team	Feb-March 08	

Phase 3 – Auditing/ Compliance activity

Objective 7. To communicate to stakeholders that audits are being undertaken

Strategy	Who	When	Complete
Advise target groups that audit will be undertaken.	Jurisdictions	Mar 08	

Objective 8. To raise awareness of the existence of the manual handling code of practice and other manual handling solutions.

Strategy	Who	When	Complete
Distribute local promotional material	Inspectors	Apr 08	
Distribute flyer about available manual handling resources	Inspectors	Apr 08	

Objective 9. To notify hospitals of non-compliance with audits

Strategy	Who	When	Complete
Advise hospitals of audit results	Inspectors	May- Jun	

¹ Purpose of media release is to inform hospitals, staff etc about project. The purpose is to open discussions with national associations and also be a foot in door to consultation processes. Also to raise awareness of project /manual handling issues generally and causes of slips and trips. Not just about the campaign but all about manual handling – avoiding injuries – advise of email survey

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Objective 10. To inform working group of audit results

Strategy	Who	When	Complete
Collate audit results and provide to jurisdictional working group representatives	Inspectors	Jun/July 08	
HWSA Working Group to meet to discuss collated results	NRG	Aug 08	

Phase 4 - Evaluation

Objective 11. To communicate outcomes of project

Strategy	Who	When	Complete
Prepare report to go to working group and HWSA	Project Team	Oct-Nov 08	
Write to stakeholders giving summary of outcomes of project	Project Team/ local jurisdictions to adapt	Nov-Dec 08	
Develop and distribute media release about outcomes of project	Project Team	Nov-Dec 08	
Consider broader learnings to be communicated as a result of the project	Working Group	Dec 08	
Develop the framework for a post intervention study and educational campaign for 2009-2010	Working Group	Dec 08	

9. Evaluation

Performance measures indicate how we will measure our success against our objectives.

Evaluation of Phase 1 – Development/ Pilot

Performance measures	Target date	How will we measure it?
All relevant staff in participating authorities are informed about the project and the activities they are to undertake	End Jan 08	Meeting with pilot states to discuss completed
All stakeholders and industry groups in pilot area are informed about the project	End Jan 08	Letters sent to stakeholders
Participating jurisdiction are informed about outcomes of pilot strategy and of any amendments to project that may result	Feb 08	Feedback meeting to participating states

Evaluation of Phase 2 – Consultation

Performance measures	Target date	How will we measure it?
All stakeholders and industry groups at state and local level are informed of project	Mar 08	Letters sent Media release complete
Manual handling receives media attention and is promoted in other communication tools	Mar 08	Media release complete

Evaluation of Phase 3 – Auditing and Compliance Activities

Performance measures	Target date	How will we measure it?
Stakeholders and participating industries are aware of manual handling code of practice and other promotional material	Apr 08	Number of information leaflets distributed by inspectors
Participants are aware of ASCC manual handling survey	Mar 08	Number of participants in survey – ASCC
Hospitals are aware of areas of non-compliance	Jun – July 08	Notifications sent
Working group is aware of audit results	Jun-July 08	Feedback meeting.

Evaluation of Phase 4 – Evaluation

Performance measures	Target date	How will we measure it?
Stakeholders and participating industries are aware of manual handling code of practice and other promotional material		Number of information leaflets distributed by inspectors
HWSA receives evaluation report	Nov 08	Report completed
Key learnings from project are recorded and communicated	Nov 08	Report summary sent to stakeholders

10. Attachments

- Project Concept Plan

DOCUMENT CONTROL

Change Record

Date Changed	Author	Version No.	Description of Changes
8-10-07	J.Melross	2	Changes from meeting with Pam and Leon integrated.

Document Release

Controlled Copy Number	Recipient
0 (draft)	Draft version on personal drive only – document name 'communications plan HWSA 2007-2008'
0.3 (final)	Project Working Group – Final Copy for Jurisdictions to implement