

CLINICIAN AND STAFF PEER SUPPORT

Communication checklist

You've trained your peer supporters. Now, how do you reach the people who need help?

A clear communications strategy is integral to the success of a peer support program. Use this checklist to help you develop a plan for reaching clinicians and staff who could benefit from peer support.

It is important that you involve the communication and marketing department in this process from the very beginning. Consider including someone from their team on your advisory committee, and be sure to give them advance notice if you will need help designing materials, writing content, or sending out emails to a listserv.

Identify your target audience

- What departments or units are you launching in?
- Who are your peer supporters and what are their jobs (nurse, doctor, administrator, etc.)? You will want to match people needing support with someone in a similar role.
- Do any of your peer supporters speak another language, or will you have access to translation services? If so, you may need materials in different languages.

Design marketing materials

- Create a page on your organization's intranet.
- Ask your peer supporters what other materials they think would be helpful. How have they learned about other programs in the past?
- Ideas for printed materials include:
 - Badge clips
 - Posters
 - Brochures
 - Table tents
 - Screen savers
 - Email newsletter

▶ View sample materials from other peer support programs in the online [peer support toolkit](#).

Develop an outreach plan

- What leaders in your organization should be briefed on the peer support program? Ask to present at a board meeting or schedule individual meetings with leaders in your organization.
- Are there regular clinician and staff meetings that you could present at?
- Who will be doing the outreach? In some cases, it is more powerful to hear from peer supporters than it is to hear from the program coordinator.

Create a timeline

- What are your deadlines and goals? Remember, communication is an ongoing part of peer support and goes beyond the launch of your program. You will need to continually educate new staff members about the program and remind clinicians and staff on a regular basis.