



Communication

“Developing a comprehensive communication plan is essential for any Pediatric Champion leading a quality improvement effort. The Pediatric Champion must be able to share knowledge and ideas to transmit a sense of urgency and enthusiasm to members of their team.”

Use this to guide your communication strategy when (1) seeking buy-in/participation from key stakeholders, (2) formally introducing the PRQC to the ED, and (3) reporting your progress.

Identify the Purpose of Your Communication	<ul style="list-style-type: none"> • Seeking buy-in from core team • Formally introduce the PRQC to your ED • Reporting progress to stakeholders
Identify your Audience	<ul style="list-style-type: none"> • C-Suite or Hospital Leadership-hospital network • ED Care Team- Emergency Medical Services for Children Representatives • Community
Plan & Design Your Message	<ul style="list-style-type: none"> • Always have a 5- minute elevator pitch ready • Be able to provide fact sheet or intro slide deck • Tailor the message to your audience
Consider your resources	<ul style="list-style-type: none"> • PRQC Talking points • Slide decks and recordings for each intervention bundle are available • Your hospitals National Pediatric Readiness Project (NPRP) assessment data • NPRQI Dashboard
Strategize how you will connect with your audience and spread your message	<ul style="list-style-type: none"> • Newsletters • Listservs • Monthly team meetings • Bulletin boards • Hospital Quality and Safety Meetings
Follow Up	<ul style="list-style-type: none"> • Share data with key stakeholders • Integrate feedback into next steps-(whether it is the selection of changes strategies or passing along best practices identified by MDs/RNs on a particular shift)