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| | Training Occupational Health and Scientific Research Group B Surveillance |  |
| Assignment | Communication B 4.1 ass (Group work) | |

Learning objectives:

- To be able to design a communication plan for the occupational health surveillance protocol.

Instructional Method: Working in groups (6 different groups of 3 persons)

Suggested time : 30 minutes

Description of the assignment :

Design a communication strategy for your surveillance protocol.

The possibility of carrying out a successful project depends on gaining acceptance among the most relevant interest groups (for example: managers, workers, unions, governmental institutions, physicians, hospital directors). During the process of making a surveillance program, it is important to involve representatives of interested parties.

Different stakeholders can be involved in the health surveillance program. It is important that each of them has the right information on due time. Stakeholders are persons or organizations:

- *who are actively involved in the program or*
- *whose interests can be influenced in a negative or positive way during the realization of the surveillance program.*

If stakeholders do not cooperate, the project can fail. Good communication is essential for good cooperation.

To design a communication plan, one should go through a list of questions:

- *Who are the actively involved stakeholders? What are their needs?*
- *Who are the passive stakeholders? How can they react?*

And for each stakeholder:

- *Which information should they get?*
- *When, which frequency?*
- *Who should do the communication?*
- *How (documents, letters, e-mails, meetings, website,...)?*

The communication strategy should be adapted to the real life situation in Turkey. This means that it is achievable and can be realized in practice.

Each group will present its communication plan to the other group who is working on the same or similar subject.