

INN Implementation Communication Plan

Implementation of a learning project requires different levels of communication for the learning to occur. Users need to communicate about their experience and the impact of the new practice on them. Implementers also need to communicate about their experience and the impact of the new practice on them. Counties should communicate with each other about what they are learning so the learning can be cumulative. Once a project has been completed, counties will want to communicate their results to a broad audience to maximize the potential for replication and adoption of successful innovations. Developing a communication plan will help maximize learning and the adoption of successful innovations in public mental health.

To develop a communication plan, answer the following questions:

- **Who** needs to communicate? Who do they need to communicate to?
- **What** must be communicated?
- **When** should communication occur? What is the frequency?
- **How** will the communication occur? What is the communication channel?

Complete the following chart to start developing your plan:

Who	With Who	What	When	How