

## Step 5: Get the Word Out at Your Site

Before people will be willing to change, they need to be informed. Some questions to consider in your communications:

- Why is this change important to your organization or facility?
  - How many residents are currently on antipsychotics?
  - Are all residents on antipsychotics being reviewed monthly?
  - Do medication reviews include interprofessional discussion?
  - Are side-effects being overlooked?
  - Is quality of life a concern?
- Why the change needs to happen now
- Are senior leaders and managers are committed to the change?
- What's in it for them: such as improved resident quality of life, and calmer work environments.

Consider the best person to send the message out: People prefer to hear change messages from their organizational leaders and from immediate supervisors.

Consider the best way to ensure the message is heard (E.g. staff meetings, staff in-services, posters, resident and family council meetings, facility newsletter...) Face to face communication is always preferred when possible, to allow opportunity for discussion and to hear feelings and fears.

Feel free to customize and modify the letters and poster in the [AUA Project, Implementation Resources section](#) of the AUA Toolkit. Resources include:

- Letters (to staff, physicians and families)
- AUA Project Poster
- Articles
- Brochures
- [AUA Project Bulletins](#)

The Action Plan template on the next page can be used to sketch out a communication plan for your facility.

<b>Group</b>	<b>What message do they need to hear? What format will be most effective?</b>	<b>Best person(s) to deliver message?</b>	<b>Next Steps:</b>
<b>Prescribers:</b>  <b>Physicians</b>  <b>Mental Health Consultants</b>	<i>E.g. Letter and Article in AUA toolkit</i>	<i>Medical Director</i>	<i>Modify letter, add facility logo. Discuss with Dr. Hartford (willing to send on our behalf?)</i>
<b>Pharmacy</b>			
<b>Nursing</b>			
<b>HCA's</b>			
<b>Programming Staff / Allied Health</b>			
<b>Support Staff (Housekeeping, Dietary, Maintenance)</b>			
<b>External Communication:</b>  <b>Families, Residents, Other:</b>			Consider getting the word out to internal staff before communicating with families