

## Stakeholder engagement strategy

Stages	Objectives	Strategies
Identification of stakeholders and initial contact	<p>To ensure adequate representation from all relevant departments.</p> <p>To ensure stakeholders have the capacity to contribute to the project</p> <p>To alleviate concerns regarding the project</p>	<p>Face to face contact</p> <p>Opportunity for socialisation</p> <p>Informal contact first, followed by formal acknowledgement</p>
Project briefing and initial engagement	<p>To ensure clear understanding of project scope, aims and likely outcomes.</p> <p>To ensure clear understanding of roles and responsibility</p> <p>To generate a shared commitment and understanding for the project</p> <p>To generate momentum for change</p>	<p>Face to face brief meeting</p> <p>Summary of the project available in printed format</p> <p>Project details (electronic or printed) available upon request</p> <p>Incentives such as refreshments and stationary are useful to engage frontline staff. Clear statement of what the project is “not about”</p>
Active involvement and engagement	<p>To best utilise available expertise for project success</p> <p>To identify and involve change champions for project implementation</p> <p>To obtain feedback and comments in order to identify problems early</p>	<p>Selective identification and involvement of individuals when required</p> <p>Provision of incentives for change champions e.g. certificate of participation, professional development, presentations and publications</p> <p>Provision of incentives for feedback and comments such as a lucky draw</p>
Maintenance of engagement	<p>To provide updates and progress for proper project governance</p> <p>To maintain enthusiasm and commitment</p> <p>To encourage active participation</p>	<p>Regular updates through printed or electronic media such as newsletters, pamphlets and websites</p> <p>Brief face-to-face sessions during regular scheduled meetings such as in-service</p> <p>Innovative ideas such as a weekly quiz game</p>
Project closure	<p>To ensure dissemination of outcomes and successes</p> <p>To acknowledge participation and commitments from stakeholders</p> <p>To motivate stakeholders for continual improvement</p>	<p>Face-to-face brief presentation with senior management presence</p> <p>Formal acknowledgement such as grand rounds and certificates</p> <p>Acknowledgment of ward involvement such as provision of safety equipment and teaching aids</p>