

Who are the key audiences you need to engage?

Key audiences / stakeholders:

Identify key messages about your issue for improvement of rehabilitation that will answer the following questions:

- What does your commissioning intention/service do and for whom?
- What are the benefits of your commissioning intention/service to the patient/services user?
- What does this audience/individual have to gain?
- What has been/will be the innovation?
- Which domains of the NHS/Adult Social Care Outcomes/Publish Health Outcomes Frameworks are addressed?
- What succinct data about cost and productivity can you include in your messages

Key messages for whom:

What methods of delivering your message will influence and engage your audiences?

Audience:	Methods:

Personal action plan

- What specifically will I do to disseminate these messages?
- What help/support will I ask for from the wider community of practice?
- What learning/experience can I offer to the wider community of practice?

Actions: