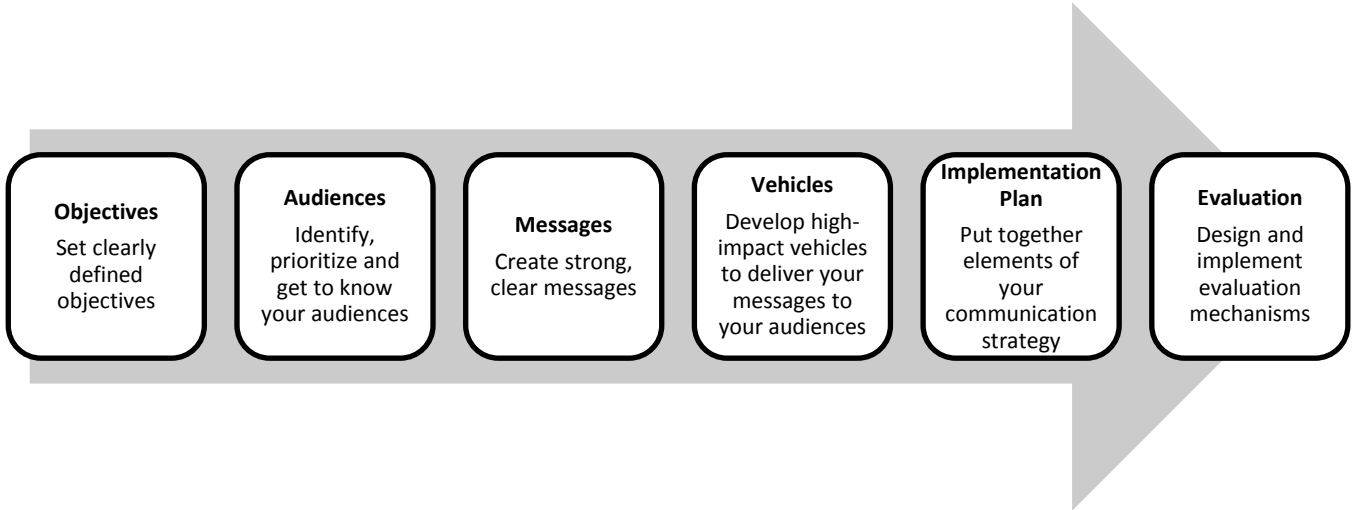




### Strategic Safety Communication Worksheet

Consider using this form to create safety communication plans whenever you have safety information to disseminate within your organization, facility or department.



1. **Objective:** We Aim to communicate...

---



---



---

Turn your objective into a S.M.A.R.T. Objective:

---



---



---



---

- Specific
- Measurable
- Achievable
- Responsible
- Time-bound

2. **Describe your Audience:**

Who and where?

---



---



---

Do certain team members need to be communicated to before others? Prioritize here:

---



---



---

Is there any other noteworthy background information about your audience?

---



---



---

**3. Messages:** What is it that you want to say to these audiences to convince them, to move them to action in the service of your safety objectives?

We aim to move staff to...

---



---

List the safety message:

---



---



---



---



---

**4. Vehicles:** Which vehicles do you plan to employ to communicate your message(s)? Do different audiences require different vehicles?

---



---



---



---

**5. Implementation Plan:** When implementing your plan, list the actionable items (Tools/Tactics), the responsible team members and the dates the actions must be completed by:

Tool/Tactic	Responsible Party	Timeline
Objective: S.M.A.R.T. Objective:		



**6. Evaluation:** To reach the 'measurable' element of your objective, how do you plan to evaluate whether or not your communication strategy was a success? How will you know that your team has reached its goal?

---

---

---

---

Which tools have you employed to gather data confirming the success of your communication strategy?

---

---

---