

## ACT AOD Sector Project

### Communication Strategy: Year 2

This document outlines the Communication Strategy for the ACT AOD Sector Project from July 2008 – June 2009. The strategy outlines the planned methods of communication between key stakeholders.

Stakeholders	Communication Strategies
<p>Project Team with ACT AOD Workers Group</p>	<p>Contact list of email addresses and phone numbers for ACT AOD Workers Group members developed. This will be regularly updated and circulated to members.</p> <p>Email will be used as a primary form of contact with Workers Group members unless otherwise specified.</p> <p>The Project Team will be contactable via phone or email.</p> <p>Regular email and phone correspondence.</p> <p>Monthly ACT AOD Workers Group meetings.</p> <p>Meetings with individual ACT AOD Workers Group members on an as needs basis.</p> <p>Monthly Project summary reports to be made available on the Project website.</p> <p>Information and resource development including all Project documentation.</p> <p>Monthly ACT AOD Sector eBulletin</p> <p>Bimonthly ACT Training and Professional Development Calendar.</p> <p>Project website (<a href="http://www.aodsector.org.au">www.aodsector.org.au</a>).</p> <p>Monthly ACT AOD Sector Forums.</p> <p>Workforce development initiatives progressed by the ACT</p>

	AOD Workers Group.
Project with AOD workers	<p>ACT AOD Workers Group members will act as a conduit between the Project and workers.</p> <p>Monthly Project summary reports to be made available on the Project website.</p> <p>Monthly ACT AOD Sector eBulletin</p> <p>Bimonthly ACT Training and Professional Development Calendar.</p> <p>Information and resource development including the distribution of a summary of Project activities.</p> <p>Project website (<a href="http://www.aodsector.org.au">www.aodsector.org.au</a>).</p> <p>Monthly ACT AOD Sector Forums.</p> <p>Project in-services that are offered on an as needs basis.</p> <p>Workforce development initiatives progressed by the ACT AOD Workers Group including Drug Action Week activities and the annual ACT AOD Sector Conference.</p>
ACT AOD Workers Group members with AOD workers in their organisation	<p>Workers group members to identify best way to disseminate information and communicate with the AOD workers in their organisation.</p> <p>Provide regular updates on the AOD Sector Project and actively promote Project activities to colleagues.</p> <p>Conduct needs based consultations, collect feedback and identify issues relevant to the Project.</p> <p>Distribute information and resources as agreed to at ACT AOD Workers Group meetings.</p>
ACT AOD Workers Group with Executive Directors' Group	<p>Information about the ACT AOD Workers Group to be provided at the Executive Directors' meetings.</p> <p>Executive Directors' meetings and ACT AOD Workers Group meetings will be held two weeks apart where possible to facilitate the discussion of shared issues.</p> <p>Monthly Project summary documents will be provided to the Executive Directors' group and will capture the activities of the ACT AOD Workers Group.</p>

	<p>ACT AOD Workers Group to contact the Executive Directors' Group in writing to make specific requests, as agreed to by the ACT AOD Workers Group.</p>
<p>Executive Directors with ACT AOD Workers Group via the Project</p>	<p>Project Team to act as a conduit between the ACT AOD Workers Group and the Executive Directors.</p> <p>Executive Directors' meetings will have the Project as a standing agenda item.</p> <p>Executive Directors' Group to provide information on their activities to the monthly AOD eBulletin.</p>
<p>Project with Executive Directors' Group</p>	<p>Attend monthly Executive Directors' group meeting to report on Project activities.</p> <p>Provide Project information as requested.</p> <p>The Project to liaise with Executive Directors' secretariat on an as needs basis.</p> <p>The Project will contact the Executive Directors in writing to make specific requests on an as needs basis.</p>
<p>Executive Directors' Group with the Project</p>	<p>Executive Directors' Group to inform the Project about relevant information, policy, resources, reports and workforce development activities.</p> <p>Executive Directors' Group to utilise the Project activities to communicate with the broader AOD Sector.</p> <p>Contribute content to eBulletin and training calendar.</p> <p>Executive Directors' Group to provide regular updates to the Project on developments in the ACT AOD Workforce Development Strategy.</p>
<p>Project with Funding Body</p>	<p>Annual Reporting.</p> <p>Annual Evaluation reports.</p> <p>Interim meeting(s) as required.</p> <p>Note: The funding body also sits on the Executive Directors' Group and will be involved in the communication strategies outlined for these.</p>
<p>Project with AOD Centre of Excellence</p>	<p>A commitment to collaborate has been received from the National Drug and Alcohol Research Centre. The terms for</p>

	<p>this collaboration, and related communication will be further progressed in Year 2 of the Project.</p>
<p>Project with external stakeholders such as the mental health, youth and community sectors.</p>	<p>Project website (<a href="http://www.aodsector.org.au">www.aodsector.org.au</a>)</p> <p>Bimonthly ACT Training and Professional Development Calendar.</p> <p>Biannual Comorbidity Forum.</p> <p>Monthly ACT AOD Sector eBulletin.</p> <p>Cross sectoral workforce development initiatives including Drug Action Week activities and the Annual ACT AOD Sector Conference.</p> <p>Utilising existing e-lists and networks to distribute Project information including:  Mental Health Community Coalition eBulletin  Youth Coalition of the ACT eBulletin  Monthly Youth Coalition of the ACT forum  CDNet</p> <p>Project to contact external stakeholders in writing as needed.</p>
<p>Project with the Alcohol, Tobacco and Other Drug Strategy Implementation and Evaluation Group</p>	<p>To be determined.</p>
<p>ACT AOD Workers Group and the Comorbidity Strategic Working Group</p>	<p>Each group will have the Project as a standing agenda item at monthly meetings.</p> <p>Needs based collaborative workforce development initiatives to be progressed by the groups.</p>