

Template

Communications plan

Use this basic template when planning to share road safety information with your employees. It helps you focus on key points to ensure you deliver a clear message. It also helps you decide how to share the message and record it as part of your training and instruction requirements.

1. **Topic:** _____
2. **Why does this need to be discussed?** _____

3. **Who are we sharing this information with (intended audience)?** _____

4. **Our goals for sharing this information:**
 - A)
 - B)
 - C)
5. **Our key messages**
 - A)
 - B)
 - C)
6. **When will this information be shared? (Date)** _____
7. **How will this information be shared?**

In person	Email	Newsletter	Tailgate meeting
Other (please specify) _____			
8. **Who needs to approve this communication?** _____

The information contained in this document is for educational purposes only. It is not intended to provide legal or other advice to you, and you should not rely upon the information to provide any such advice. We believe the information provided is accurate and complete; however, we do not provide any warranty, express or implied, of its accuracy or completeness. Neither WorkSafeBC, nor the Justice Institute of British Columbia nor Road Safety at Work nor the Insurance Corporation of BC (ICBC) shall be liable in any manner or to any extent for any direct, indirect, special, incidental or consequential damages, losses or expenses arising out of the use of this form. May 2022