Healthcare Communications

How Communication Flows from National Guidance through to Frontline Healthcare Workers

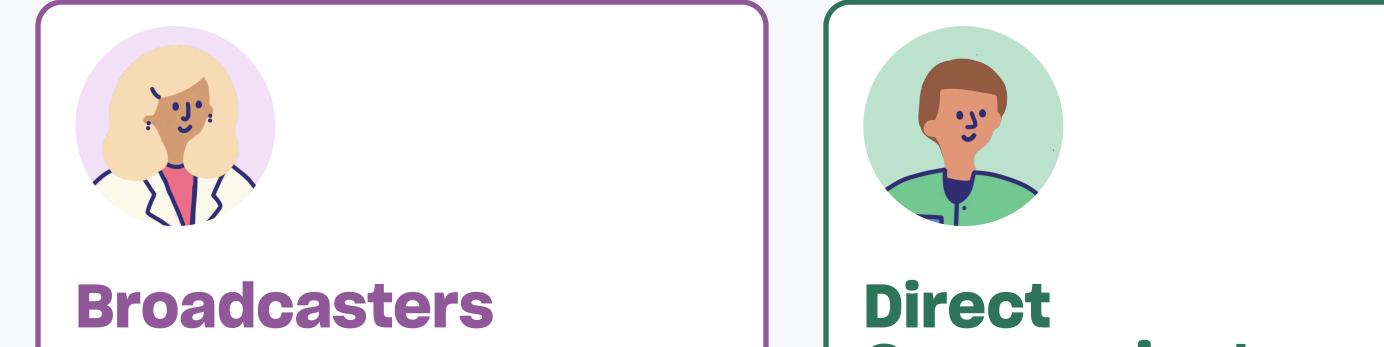
This chart is based on the flow of infection control information from national and state guidance down through healthcare systems and facilities, ultimately reaching frontline healthcare workers. With a focus on materials and communication tools, the chart highlights the various forms and actors information passes through as it gets disseminated. It was originally developed to help guidance-setters consider the various audiences and translations of their outputs.

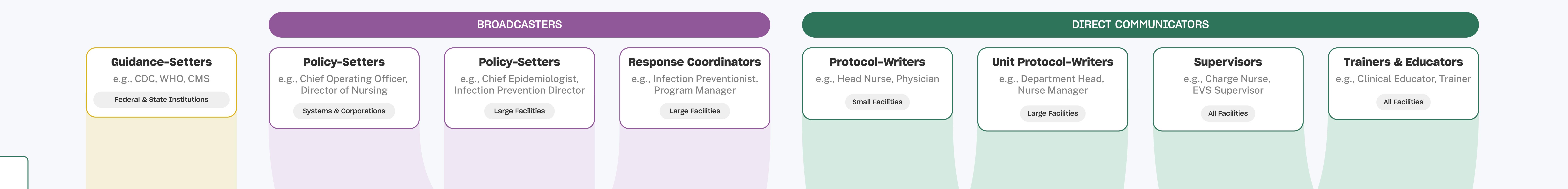


MATERIAL CREATORS

At each level of the infection control communications system, a variety of materials and tools are used to effectively convey information to healthcare workers.

Some materials facilitate broadcast (or wide-reaching) communication, while others facilitate direct communication.





These user roles leverage
communications tools, channels
and/or messengers to reach
the target audience.

MATERIALS

Materials produced at each stage of the communications flow are critical for successfully transferring information.

LEGEND

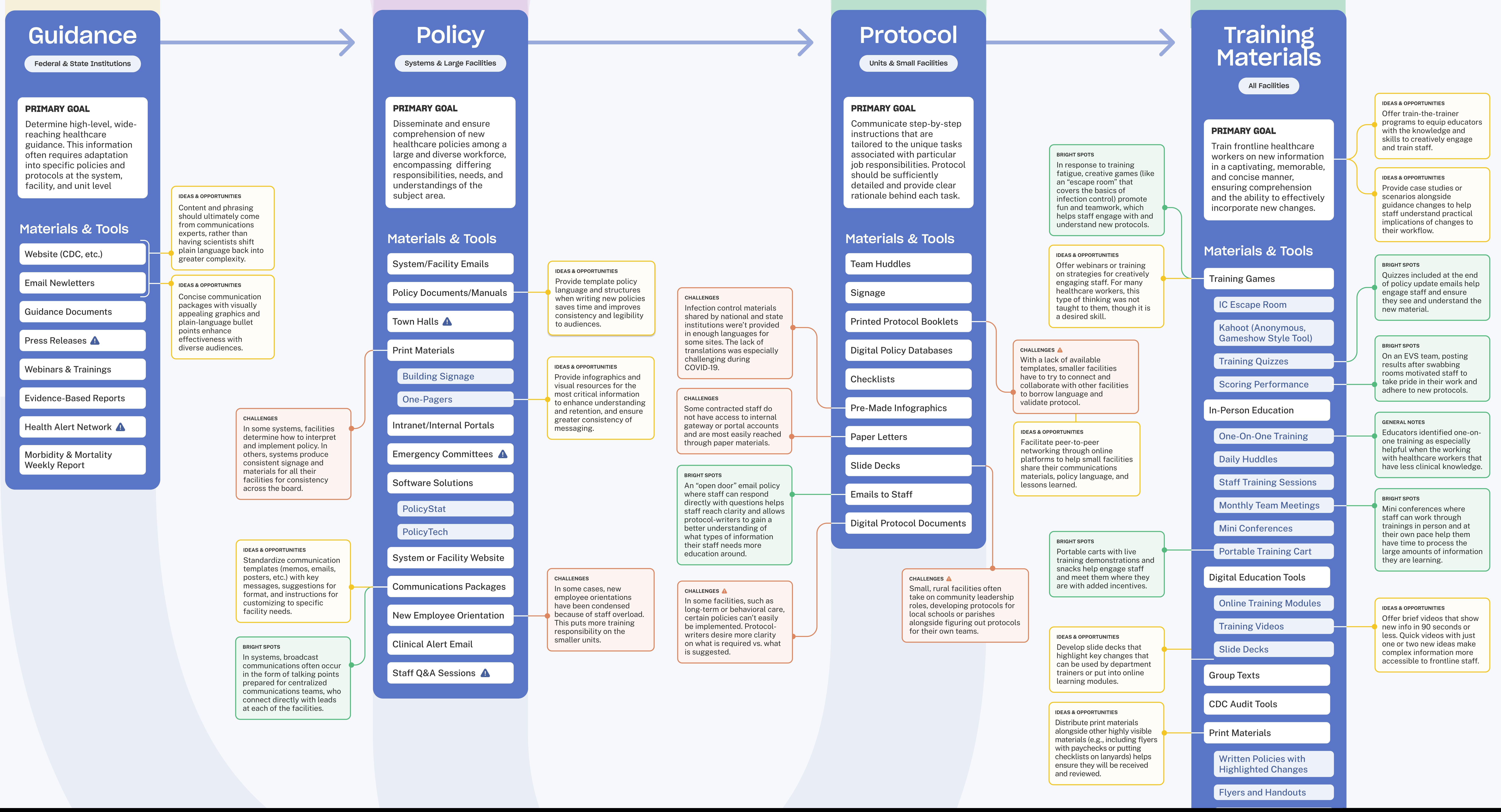
Mainly present or especially relevant during emergencies

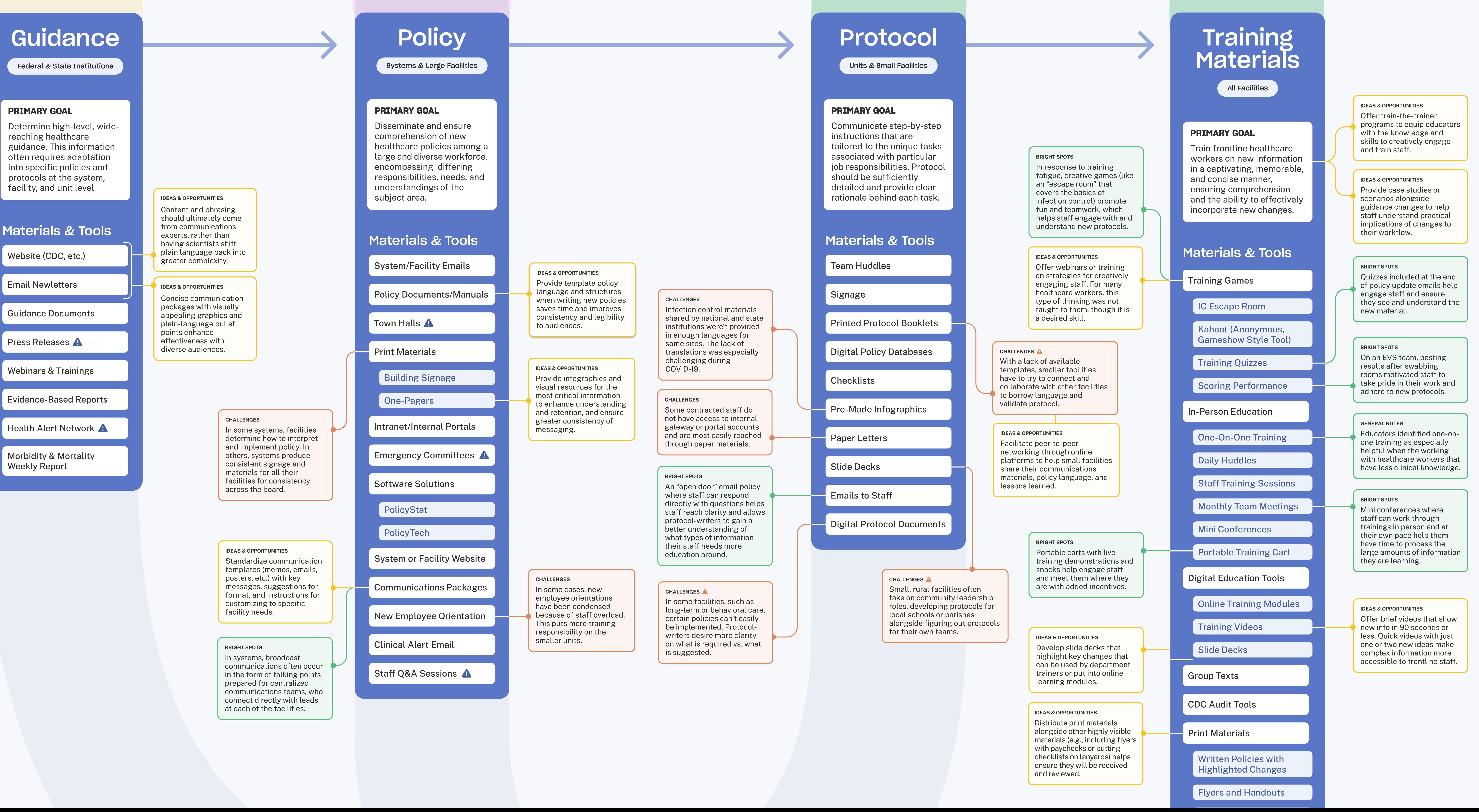


NOTE ON TERMS↓

Policy here refers to information that is relevant to all facilities or

Guidance Federal & State Institutions	
PRIMARY GOAL	
Determine high-level, wide- reaching healthcare guidance. This information often requires adaptation into specific policies and protocols at the system, facility, and unit level	IDEAS & OPPORTUNI
Materials & Tools	Content and ph should ultimate from communic experts, rather having scientis
Website (CDC, etc.)	plain language greater comple
Email Newletters	IDEAS & OPPORTUNI Concise comm





units, while *protocol* references information that addresses specific individuals' workflows. Note that in many healthcare settings the word policy is used to cover both.