

## Communication strategy notes

You need to make sure that everyone who needs to know about aspects of your FS programme is given the right information, at the right time, the right way. As evidence for the assessment criteria, you can summarise your strategy – you don't have to present all the info in detail. The notes below are just some ideas, feel free to be creative!

### Step 1

Identify who will need to know about aspects of your FS programme. This could include:

- Land managers
- Insurers
- People who use the site on a regular basis
- Your management, including regional educational visit co-ordinator if relevant
- School/organisation you are working with – management, class teachers and support
- Parents/carers
- Participants in your FS programme
- Your staff and volunteers . . . . others . . . .

### Step 2

For each of the above groups that you identify decide:

1. When to contact (make sure you leave a long enough leadtime for the paperwork side of things (ie contacting outdoor education departments etc)
2. What the best format for communicating is (Letter/leaflet/poster; Meeting; Information; session; Mock session on site/in regular class setting/in school grounds?)
3. What information to communicate and what is best way of doing it?
  - i. For group members, would a visual time table, pictures, discussion, introducing routines as a dry run in class/garden, looking at contents of leader's bags, film clips work well?
  - ii. For parents & carers, could a short letter work OK? Would a information session be useful as well? Would some parents need pictorial information on how to dress their child etc?
  - iii. For staff team, would a dry run together on site help establish shared aims, desired ways of working, roles and responsibilities, routines etc