



Template: Assessing your health professional association’s communication practices

Note: This document is provided for information purposes only. Health professional associations making use of this resource should revise and modify it for use in their specific circumstances.

This questionnaire has been developed for the purpose of facilitating discussion and action aimed at strengthening a health professional association’s communication practices. It has been designed to permit an association gain greater insight as to their current level of capacity in this area and further identify areas where improvements could be made. After completion, the priorities retained for action should be incorporated into the association’s annual operational plan.

[The Association of Ob/Gyn of XXX]

[ADDRESS]

Assessment of the Association’s Communication Practices

Example:

Key audiences (list all, these are provided as examples only)	Key message(s) to relay	Current channels of communication (list all)	How effective are these communications?	Other channels of communication to consider	Potential new actions to improve
Internal Communication Practices					
Membership	*Update on the association’s activities;	*Newsletter produced twice per year (paper copy); *Email broadcasts to	*Not all copies printed are distributed; *Newsletter not	*Producing a bi-annual e-newsletter; *Launching a website;	* Conduct a survey at the next annual general meeting with members re: best

	*Information about upcoming events, including scientific congress and annual general assembly.	announce upcoming events; *Word of mouth used to inform members of upcoming events.	always published on a bi-annual basis; *Unsure if members read them or not; *Unsure if members find email broadcasts an effective way of communicating with them; *Many members complain of not being informed about upcoming activities.	*Using text messaging to inform members of upcoming events; *Requesting the assistance of regional representatives to inform members of upcoming events; *Printing a poster for larger events (i.e. scientific congress) and posting it in the ob/gyn department of all hospitals and medical schools.	channel of communication to use; *Use text messaging to inform members of upcoming events.
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Assessment of the Association’s Communication Practices

Completed by: _____

Date: _____

Key audiences (list all, these are provided as examples only)	Key message(s) to relay	Current channel of communication	How effective are these communications?	Other channels of communication to consider	Potential new actions to improve
Internal Communication Practices					
Membership					

Key audiences (list all, these are provided as examples only)	Key message(s) to relay	Current channel of communication	How effective are these communications?	Other channels of communication to consider	Potential new actions to improve
Board/Executive Committee members					
Committee members					
Volunteer members involved in the operationalisation of the association's programmes, projects and activities					
Staff					
Others					
External Communication Practices					
Major national and international partners					
Major stakeholders in the field of sexual and reproductive health at the national level					
Others					