



Communication Plan: Your Workplace Pty Ltd

Communication is an important step in ensuring that breastfeeding friendly practices become an integrated part of your workplace. It is important that this communication continues after the policy is initially implemented.

PLEASE NOTE

This is an example of a well-balanced Communication Plan that meets BFW Accreditation standards. It is not expected that the mix of communication channels included will suit all organisations. When preparing your Communication Plan, consider the channels available in the Communication Plan template and choose those that are best suited to the existing communication channels in your workplace.

Communicating the *Breastfeeding Policy and/or related procedures*

Communication Channel	Communication Activity	Target Audience	Key Message	Timeframe	Responsibility	Due Date	Date Finalised
Intranet	Publish 'Breastfeeding Policy' and breastfeeding/expressing room location to intranet	All staff	<ul style="list-style-type: none"> Launch of policy supporting return to work for mothers who are breastfeeding 	Implementation	Jane Smith - HR	1/7/2016	6/7/2016
Intranet	Publish procedure for use of breastfeeding/expressing rooms to intranet	All staff	<ul style="list-style-type: none"> Build awareness of the availability of the breastfeeding/expressing rooms Clearly define expectations and responsibilities of users 	Implementation	Jane Smith - HR	1/7/2016	6/7/2016
Email	Announcement of new policy and location of breastfeeding/expressing room to all staff via email	All staff	<ul style="list-style-type: none"> Highlight the new policy to all staff 	Implementation	Jane Smith - HR	1/7/2016	6/7/2016
Newsletter	Announcement of breastfeeding support to all staff via an article in the newsletter	All staff	<ul style="list-style-type: none"> Highlight the new policy to all staff Informal announcement providing further details about room and policy seem personal 	Implementation	John Jones - Communications	30/7/2016	30/7/2016
Policy/Procedure	Display 'Breastfeeding Policy' and 'Procedure for use of Breastfeeding/Expressing Room' in breastfeeding/ expressing room	All staff	<ul style="list-style-type: none"> Provide room users with the information needed to use the room effectively Raise awareness of the accreditation and what it means to employees 	Ongoing	Level 1 – First Aid Room Co-ordinator	2/7/2016	2/7/2016

Communication Channel	Communication Activity	Target Audience	Key Message	Timeframe	Responsibility	Due Date	Date Finalised
Policy/Procedure	Inclusion of Breastfeeding Policy and facilities in all policies/procedures aimed at assisting new mothers with their return to work	All staff Staff on maternity leave	<ul style="list-style-type: none"> Ensure new mothers are familiar with the support and facilities in place Provide educational material and support to new mothers Highlight the benefits of working for a workplace with breastfeeding friendly practices 	Implementation	Jane Smith - HR	1/7/2016	6/7/2016
Email or Mail out	Communicate breastfeeding policy and breastfeeding/expressing room location to all staff currently and recently on maternity leave via email or mail out	Staff currently and recently on maternity leave	<ul style="list-style-type: none"> Provide detailed update regarding accreditation Raise awareness of facilities and support available to staff Provide BFW Communication Card with HR contact details 	Implementation	Jane Smith - HR	1/7/2016	10/7/2016
BFW 'Supporting Breastfeeding Employees: Checklist for Managers'	Distribute BFW 'Supporting Breastfeeding Employees: Checklist for Managers' to managers at all sites	Management	<ul style="list-style-type: none"> Assist managers in supporting breastfeeding employees by identifying the key areas of discussion and consideration for maintaining work life balance Assist in reaching an arrangement that suits the needs of the employee and the operational needs of the workplace Provide easy access to documents and resources that will facilitate this process 	Ongoing	Jane Smith - HR	1/7/2016	6/7/2016

Communicating the existence and location of the Breastfeeding/Expressing Room

Communication Channel	Communication Activity	Target Audience	Key Message	Timeframe	Responsibility	Due Date	Date Finalised
Policy	Room referenced in 'Breastfeeding Policy'	All staff	<ul style="list-style-type: none"> Central location for information Consistency across sites 	Implementation	Jane Smith - HR	25/6/2016	25/6/2016
List of Facilities	Details of rooms added to list of available facilities (first aid room, prayer rooms, carers rooms)	All staff	<ul style="list-style-type: none"> Details of breastfeeding/expressing rooms listed along with all other workplace provided facilities (e.g. First aid rooms, prayer rooms, carers rooms) 	Ongoing	Mark Lee - Facilities	1/7/2016	1/7/2016

Ongoing communication and support of a breastfeeding friendly workplace culture

Communication Channel	Communication Activity	Target Audience	Key Message	Timeframe	Responsibility	Due Date	Date Finalised
Intranet	Updates to breastfeeding policy/procedure published on intranet	All staff	<ul style="list-style-type: none"> Highlight changes to breastfeeding policy as they occur 	Ongoing	Jane Smith - HR	As required	Ongoing
Induction/ Orientation	Inclusion of Breastfeeding Policy in induction or orientation procedure (including building tours)	New employees	<ul style="list-style-type: none"> Inform all new employees that the workplace is breastfeeding friendly Establish as cultural norm Highlight breastfeeding policy, support and facilities 	Ongoing	Jane Smith - HR	1/8/ 2016	20/8/2016
In-house Training	Inclusion of relevant legislation in anti-discrimination training/presentations	All staff	<ul style="list-style-type: none"> Build awareness of rights and responsibilities of all staff Establish as cultural norm 	Ongoing	Jane Smith - HR	31/12/2016	20/8/2016
In-house Training	Inclusion of breastfeeding and work health related issues in WHS training	All staff	<ul style="list-style-type: none"> Educate staff on the OH&S issues related to inadequate workplace support for breastfeeding employees 	Ongoing	WHS Officer	31/12/2016	20/8/2016
ABA Resources & Promotional Material	Supply ABA resources and promotional material in breastfeeding/expressing room	Mothers & expectant mothers	<ul style="list-style-type: none"> Support is available from the Australian Breastfeeding Association 	Ongoing	Level 1 – First Aid Room Co-ordinator	Monthly check and re-order when required	Ongoing
BFW Come Back Packs	Supply all staff requesting maternity leave with a <i>BFW Come Back Pack</i>	Staff accessing maternity leave	<ul style="list-style-type: none"> Provide staff with the best available education and support relating to breastfeeding 	Ongoing	Jane Smith - HR	As required	Ongoing