

SAMPLE Communications Cascade

TIMING <i>TBC</i>	STAKEHOLDER	TOOLS	DETAILS
DATE			
8:45 a.m.	Senior Leadership Team	Email	<ul style="list-style-type: none"> Notify of case and announcement to staff and public Request heavy leadership presence
8:55 a.m.	Execution Huddle	Call	<ul style="list-style-type: none"> Final Discussion
9:00 a.m.	Family Notification	Call	<ul style="list-style-type: none"> Senior Leader will call the family to share that it will be made public at 11:30 a.m. and with general details of what will be shared
9:00 a.m.	Leadership Call & Touch Base	Call	<ul style="list-style-type: none"> Notify of case and announcement to staff and public
9:30 a.m.	Unit Notification & Physicians	Huddles in-person	<ul style="list-style-type: none"> Unit Leadership will notify staff, offer support and share it will be communicated publicly later in the day
9:30 a.m.	Corporate Services	Huddles	<ul style="list-style-type: none"> Huddles with teams to provide reassurance of measures in place to keep staff safe
9:30 a.m.	Board Notification	Email	<ul style="list-style-type: none"> Notify of case and announcement and copy of all staff memo.
10:00 a.m.	6:30 p.m. Leader Call Participants	Leader Conference Call Advance Memo	<ul style="list-style-type: none"> Leader call to notify of case Notify re next steps, communications cascade and emphasize importance of leadership with staff
10:15 a.m.	Weekend Leader On-Site Briefing	Memo	<ul style="list-style-type: none"> Brief weekend leaders on details and ask to round across all three sites
10:00 a.m.	Unions; OHSC; Councils; Professional Staff Association	Conference Call	<ul style="list-style-type: none"> Place brief courtesy calls to unions simultaneous to press briefing to reinforce the availability of hospital protocols in place to maintain staff safety and health
10:30 a.m.	All Staff & Professional Staff, Learners and Volunteers	Memo	<ul style="list-style-type: none"> Inform staff and reassure them of measures in place to keep staff and patients safe, reminder of protocols
11:30 a.m.	Toronto Public Health News Release	News Release	<ul style="list-style-type: none"> Toronto Public Health will issue details of the first death in Toronto

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CONTINUED			
11:30 a.m.	Community	<ul style="list-style-type: none"> Web Statement CEO Quote 	<ul style="list-style-type: none"> Post a full statement on our website (Peel Public Health Web Statement) CEO tweet out condolences & link to Peel Public Health
12:00 p.m.	Cross Site Leadership Rounding	<ul style="list-style-type: none"> Memo 	<ul style="list-style-type: none"> Leaders who are on site will round across all our sites on all units
12:30 p.m.	Elected Officials Notification	<ul style="list-style-type: none"> Peel Public Health News Release 	<ul style="list-style-type: none"> Share information
1:00 p.m.	Partner Hospital Notification	<ul style="list-style-type: none"> Comms Materials 	<ul style="list-style-type: none"> As part of hospitals ongoing collaboration
3:00 p.m. 7:00 p.m.	Evening Shift Rounding	<ul style="list-style-type: none"> Memo 	<ul style="list-style-type: none"> Leaders will continue to be present across all three sites and in the evening.