

CUSTOMIZING YOUR IPE COMMUNICATIONS

As an IPE advocate, you may select and customize communication tools from this kit so that your communication plan is appropriate for the level of IPE involvement in your school. Below is a sample rollout.

GETTING STARTED

- ☐ Understand the IPE vision and mission.
 - ▶ *IPE Vision and Mission Statements*
- ☐ Identify key resources and partners, on and off campus.
 - ▶ *IPE Partners List*
 - ▶ *UW Health Sciences Communicators List*
- ☐ Create an outreach plan.

SPREADING THE WORD

- ☐ Build your IPE events calendar.
 - ▶ [*IPE Events Online Calendar*](#)
- ☐ Articulate the Health Sciences IPE vision and mission.
 - ▶ *IPE Elevator Speeches (short, medium and long versions)*
- ☐ Share stories about IPE with students and faculty.
 - ▶ *Examples of IPE Communications* Appendix A

BUILDING MOMENTUM

- ☐ Hold IPE briefings.
 - ▶ *IPE PowerPoint Presentation* Appendix B
 - ▶ *IPE FAQ*
- ☐ Measure results.
 - ▶ *E-survey*
- ☐ Share data with your school's leadership.