

# Socialize and Build Support

## Step 3: Socialize and Build Support

Socialize TeamBirth to build familiarity and buy-in across staff and clinicians. By engaging colleagues and inviting them to participate in the implementation of TeamBirth, you build a foundation of support that is necessary for successful and sustained change.

The Communication Strategy developed in Step 2 identifies your priority audiences so you can create key messages and materials to begin engaging colleagues across your system. Some key messages or points to engage in with colleagues include:

- THE BASICS** What is TeamBirth and why is it important?

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- THE GOALS** How does this project align with your individual, team, or organizational priorities and values?

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- THEIR ROLE** What will be asked of them and how they benefit by participating (what's in it for them)?

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- WHAT TO EXPECT** How will everyone learn about the project and be supported throughout implementation?  
 Where and when the opportunities will be to engage and provide feedback?

Everyone touched by TeamBirth should be included in TeamBirth socialization and engagement. People react differently to change and there will be different levels of enthusiasm for TeamBirth. It is important to use many different strategies to engage people and meet them where they are at.

### Strategies for Socializing TeamBirth:

- Present at OB and Pediatric Department Meetings
- Showing the “What is TeamBirth” video (QR Code)
- Add TeamBirth presentations to staff meetings
- Add TeamBirth goals and strategies to weekly staff newsletters/emails or “Potty Notes” in stalls of staff bathrooms
- Share TeamBirth details with the Quality Department
- One-on-One conversations with colleagues



Scan for Why TeamBirth Video

# Socialize and Build Support

## WORKSHEET

What is your TeamBirth elevator pitch?

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### COMMUNICATION STRATEGY - FOR SOCIALIZING TEAMBIRTH

**WHO**

- Who are the different people and teams that need to hear about TeamBirth now and throughout the project?  
*It can be helpful to draft a stakeholder map*

FOR EACH "WHO"

**WHY**

- The purpose of the communication
- What do you want them to do with the information?

**WHAT**

- Based on your WHY, what key points or information do you need to include?

**HOW**

- What are the best ways to share your WHAT (e.g. conversations, videos, 1-pager, email, meetings, etc)?

**WHEN**

- When and how often do they need to receive this message?