



SKATE ONTARIO
SKATECANADA

Communications Plans for Clubs/Skating Schools



What we will cover:

1. The three “C’s”
2. 10 step communication plan for COVID-19
3. Key takeaways
4. Questions?



Three “C’s” of Communicating

1. Clear
2. Concise
3. Consistent



COVID-19 Communications Plan



Version 2.0 – June 29, 2020

Club/skating school COVID-19 Communication Plan

Clubs and skating schools should ensure effective communication is taking place with their membership during the Return to Play Stages. The following should be considered by the clubs/skating schools.

1. Ensure up to date contact information for all club/skating school members is on-file
2. Determine best method to distribute information (i.e. Facebook page, direct e-mail lists, webinars...)
3. Determine the responsibility for communication within the club/skating school during the Return to Play stages (i.e. staff, volunteer, COVID-19 Oversight Group)
4. Establish consistent cadence of communication to maintain connection with club/skating school members during Return to Play (i.e. Weekly. Bi-weekly)
5. Consider holding a virtual Town Hall / Webinar to deliver information on Return to Play protocols and answer any questions / concerns
6. Consider where communications/documents can be stored on a website or social media site for future reference by club/skating school members
7. Designate member of COVID-19 Oversight Group to follow up with any individuals who become unwell with symptoms of COVID-19 during club/skating school activities
8. Determine paper or virtual storage location for daily Session Participation Tracking sheets
9. If it is determined that a club/skating school member has been tested for COVID-19, inform all club/skating school members that may have been in close contact with that individual
10. Ensure the facility and Skate Ontario are informed if a club or skating school member is diagnosed with COVID-19.



COVID-19 Communications Plan



1. Ensure up to date contact information for all club/skating school members is on file.
 - Important so everyone is receiving the message
 - A good tool to use is Google Forms – create free, online surveys
 - Ensure contact information is stored in a reliable place
 - Remember – contact information is confidential!

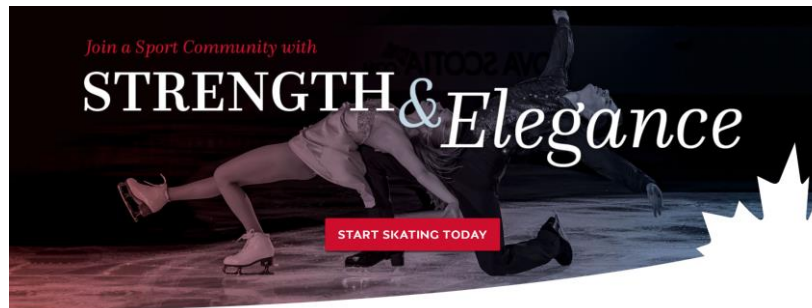


COVID-19 Communications Plan



2. Determine best way to distribute information.

- This depends on the **nature** and **audience** of the message
 - Internal vs. external
- For example, we will use every one of our methods for important/urgent messages (e-blast, posted to our website, social media channels)
- More targeted messages towards a smaller group will be sent out by email directly from the contact individual





COVID-19 Communications Plan



3. Determine the responsibility for communication within the club/skating school during the Return to Play stages (i.e. staff, volunteer, COVID-19 insight group).

- Who is responsible for making decisions?
 - At what stage(s)?
- Who is responsible for communicating the decisions/information?
- Who is responsible for maintaining records of communications?



COVID-19 Communications Plan



- 4. Establish consistent cadence of communication to maintain connection with club/skating school members during Return to Play (i.e. weekly, bi-weekly).
 - Good way to keep your group informed as they will know communication is coming
 - How frequently you connect depends on your club/skating school communication needs

COVID-19 Communications Plan



- 5. Consider holding a virtual Town Hall/Webinar to deliver information on Return to Play protocols and answer any questions/concerns.
 - Anyone with a Facebook account (ideally on your club/skating school's account) can hold Facebook Live's for free
 - They get automatically saved to your Facebook page for future reference
 - Encourages engagement and input from your members as there is a question box





COVID-19 Communications Plan



- 6. Consider where communications/documents can be stored on a website or social media site for future reference by club/skating school members.
- Ensure that information is in an accessible and consistent place for members to reference



COVID-19 Communications Plan



- 7. Designate member of COVID-19 Oversight Group to follow up with any individuals who become unwell with symptoms of COVID-19 during club/skating school activities.
 - This eliminates that individual getting bombarded from multiple individuals
 - Allows for effective recording keeping

COVID-19 Communications Plan



8. Determine paper or virtual storage location for daily Session Participation tracking sheets.



Version 1.1 – June 10, 2020

- All skaters/coaches to complete this prior to each on ice session
- One tracking sheet must exist for **each** ice session to facilitate contact tracing in the event of COVID-19 exposure

Session Participation and Health Screening Tracking

All skaters/coaches are expected to complete Health Screening prior to each participation in on-ice activity.

The Health Screening may be completed verbally.

By indicating YES in the chart below, you confirm that this Health Screening was passed.

The expectation is that a tracking sheet must exist for each on-ice session to facilitate contact tracing in the event of a COVID-19 exposure.

Session Location	Ice Pad	Date	Time

	Name of each individual included in this session Please list all coaches, choreographers and skaters.	Contact Phone Number	Health Screening Passed (Yes/No)
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			





COVID-19 Communications Plan



9. If it is determined that a club/ skating school member has tested positive for COVID-19, inform all club/skating school members that may have been in close contact with that individual.

- Referring back to the Daily Health Screening Questionnaires – determine who else was participating in club activity that day(s)
- Have a designated person contact each individual asap



COVID-19 Communications Plan



10. Ensure the facility and Skate Ontario are informed if a club or skating school member is diagnosed with COVID-19.

- Cover all of your bases – please let your facility and Skate Ontario know as well





Key Takeaways



- Clear, consistent and concise communications are key
 - Especially with the new, changing and serious nature of COVID-19
- Determine your audience
 - This will dictate tone of voice and how the message is communicated
- Determine roles and responsibilities
- Think ahead, have a plan



Questions?



Please feel free to connect with me directly:

cbeauchamp@skateontario.org

Thank you!