# Work Assignment 5\_Track A

# Issues management and communications planning

*Remember to save a personal copy of this completed work assignment for future reference.*

# Purpose

In Lesson 5, you learned about the importance of proactively communicating with stakeholders and anticipating which issues are likely to be controversial or misunderstood during a trial and likely to have an impact on the research. This assignment reinforces how stakeholder engagement can help you prevent and/or address these issues and in a straightforward and comprehensive way throughout the trial.

# Instructions

Answer questions 1-3 below.

1. Describe a recent real-world issue or challenge that has significantly impacted community trust, research credibility and/or trial conduct in your context.
2. How did you engage stakeholders to address the issue? Could you have done anything differently?
3. How are you routinely communicating with stakeholders to stay informed about misinformation or rumors circulating in the media and/or community (e.g. what methods/mechanisms do you use, how frequently do you communicate, and how do you ensure feedback to stakeholders)? What can you potentially improve?