# 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

This assignment reinforces the importance of engaging stakeholders to prevent and manage issues likely to be controversial or misunderstood during a trial as well as the benefit of systematically monitoring community perceptions of these issues throughout the research life cycle.

# Instructions

Answer questions 1-3 below.

1. Describe a recent real-world issue or challenge that has negatively impacted community trust, research credibility and/or trial conduct in your context. How did you engage stakeholders to address the issue?
2. What are you doing to improve your routine communication with stakeholders, including the local media, to stay informed about important issues in the community throughout the entire research process?
3. How do you (or can you) systematically measure changes in community stakeholder perceptions of the research over time? Be specific. How can you apply these findings to your engagement planning?