

Appendix B

The Decision Making Process

When producing **promotional materials**, **developing new initiatives** or **delivering key messages**, the decision-making process should be taken into consideration. Consider how your hub is organized and identify who falls into what part of this decision-making process. This will help provide the best possible product or service and ensure that all key players are informed and involved.

Decision-maker – (Leadership, Health Directors, Chief & Council)
Says ‘yes’ or ‘no’. Is influenced by others.

Influencer – (Does not necessarily play an official role. Could be family, friends, experiences.)
Could play the role of champion; promotes or prevents the uptake of a product, message or strategy.

Gatekeeper – (Local Community Engagement Hub contacts – Those who distribute information.)
Controls flow of information to others in the decision process, especially the decision-maker.

Information Provider – (Community Engagement Hub Coordinators)
Provides important information on the client(s). (ie. needs, behaviour)

End User – (Community members)
Often no direct role in the decision-making process, but has veto power on the choice.

