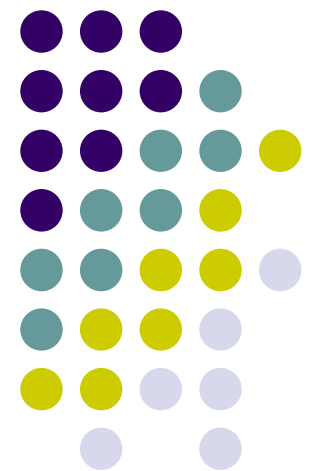
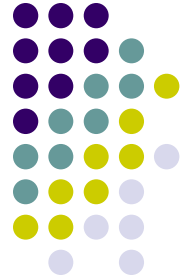


Understanding The Communications Challenge

**HEALTH AND SOCIAL
SERVICES**



Key Message



- Don't wait.
- Get stuck in.
- Influence the outcomes.



The Challenges Facing Us

- The time-table of change.
- The extent of the changes.
- Getting accurate, relevant, timely information out.
- The rumour-mill/perceptions.
- The volume of people affected.
- What about me?

The Structures to Meet the Challenge



- Reconfiguration Programme Board.
- Communications Project Team.



Meeting The Challenge 1

- **Internal Communications**

Making It Happen Newsletter.

Road-shows.

Internal Press Releases.

Website.

One to One.

Two way communication/feedback.

Meeting The Challenge 2



- **External Communications**

Media Briefing.

Press Releases.

New Communications Structures For The Health Service



- Big opportunity.
- Level the playing field.
- Get communications professionals at the heart of the new structures.

A New Health and Social Services Brand



- One single identity.
- One voice.
- De-branding.

Evaluation



- Constant monitoring and evaluation essential.