

NHS 24		20 JUNE 2019 FOR ASSURANCE	
BOARD MEETING			
COMMUNICATIONS DELIVERY PLAN 2019 - 20			
Executive Sponsor:	Head of Communications		
Lead Officer/Author:	Senior Communications Team		
Action Required	<p>The Board is asked to</p> <ul style="list-style-type: none"> Note the Communications Delivery Plan which is attached as Appendix 1. Note the key achievements in Appendix 2. 		
Key Points	<ul style="list-style-type: none"> Agreed actions from the SPRA process included in the revised format. A detailed staff engagement and appreciation plan is also being developed. 		
Financial Implications	There are no financial implications resulting from the revised delivery plan.		
Timing	The new plan will cover all activity from April 2019, for a period of twelve months.		
Contribution to NHS 24 strategy	<p>All activity outlined supports the three strategic objectives:</p> <ul style="list-style-type: none"> Supporting people to live longer, healthier lives Aligning with national health and care strategies Building a stronger organisation 		
Contribution to the 2020 Vision and National Health and Social Care Delivery Plan (Dec 2016)	The plan supports NHS 24 activity and is aligned with our Communications Strategy, Stakeholder Engagement Strategy and the NHS 24 Corporate Strategy, all of which support the 2020 vision.		
Equality and Diversity Impact Assessment (EQIA)	All activity is carried out in line with NHS 24 policies on Equality and Diversity – in line with our communications and engagement strategies and we work closely with the Equalities and Participation team to ensure that all activity is delivered in line with appropriate guidance in these important areas, in which the audience is clearly identified and their needs delivered against as far as possible.		

1. RECOMMENDATION

- 1.1 To ask the Board to note update to the Communications Delivery Plan 2019-20.

2. Background

- 2.1 The Communications Delivery Plan is the annual framework which highlights the key work streams for the Corporate Communications Team. Regular updates are provided to the Executive Management Team, where the plan is approved and quarterly updates are reported through the Staff Governance Committee in line with the Well Informed Staff Governance Standard.
- 2.2 The 2019-2020 plan is attached at Appendix 1. Also attached at Appendix 2 is an infographic highlighting key achievements for 2018-19 which was shared with EMT and Staff Governance Committee in March.

3. Update:

- 3.1 To date all actions are on target to be delivered. Key activities for the last quarter included:
- Delivered the Be Ready for Easter campaign on behalf of NHS Scotland.
 - Media relations activity has successfully delivered significant positive sentiment for NHS 24 and its services across print media.
 - Multi-media content has been positively received with the monthly Podcast generating positive feedback and engagement with partners. A recent recruitment post for social media reached an audience of over 70k and the new chair recruitment process was also supported with audio visual content.
 - Public engagement activity was a key focus in April and May, particularly for remote and rural communities in the West Highlands. In addition to the production of a 4 page leaflet, social and print media activity, the Head of Communications took part in attended a five day engagement programme across Skye and Lochalsh. The team has also linked with communications colleagues at NHS Highland.
 - Communications support is being provided for the Change Portfolio across key work streams.
 - Support for the development of the organisational Stakeholder Engagement
 - From a national collaborative perspective, senior communications colleagues continued to deliver on programmes for the national collaborative, NHS Borders and with NHSNSS. This includes the development of a vision/mission to support the national collaborative programme.
- 3.2 Key activities over the coming quarter include:
- Planning and recruitment to support the development of the audio-visual production unit in line with this year's strategic planning process.
 - To complete team TURAS appraisals and objective setting process.
 - Planning is underway for the staff recognition and awards activity with a staff awards event planned for October.

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- Development of a detailed staff engagement and appreciation plan to support the corporate objective.
- To deliver our multi-media summer health campaign.
- Continue to support collaborative projects as part of national planning, including contributions to the next NHSScotland future vision.

4. FINANCIAL IMPLICATIONS

- 4.1 All activity will be delivered under best value principles and in line with the core budget. Where the team are delivering communications services for other NHS 24 services which hold their own communications and marketing budgets, this activity will be delivered on the same principles of procurement and delivering best value.