

Communications and Engagement Strategy



2020 – 2024

The Corporate Communications team plays an essential role in delivering against NHS 24's Strategy and annual operating plan. Our role is:

- To increase awareness of NHS 24's range of multi-channel services
- To support our people and position NHS 24 as an employer of choice
- To protect and enhance NHS 24's reputation and key role within NHS Scotland
- To support development and delivery of sustainable health services which will improve the health and wellbeing of people across Scotland

We will achieve our objectives across the following focus areas:

Media and Campaigns	Staff Engagement	Corporate Communications	Stakeholder Communications
Reputation management	Sharing and engaging with staff	Expertise and leadership	Public Affairs
Media relations	Supporting organisational change	Team development	Partnership Communications and joint initiatives
Marketing and campaigns	Staff wellbeing	Strategy & planning	Supporting Service Transformation
Web and Digital Media – content and resources	Culture and values	Evaluation	Collaborating with a broad range of stakeholders
Insights, audience awareness	Highlighting and celebrating awards and achievements	Communications policy and governance	
		Working in partnership nationally	

Priorities

We will develop and deliver a range communication channels to:

- ✓ Increase awareness of NHS 24's range of services and delivery channels to contribute to the ongoing development of sustainable health and care systems.
- ✓ Manage NHS 24's reputation with reactive and proactive media relations, social media and strategic engagement.
- ✓ Play a key role in the delivery of national health messaging to ensure people across Scotland know when and how to access the right health services for their needs.
- ✓ Create compelling accessible multi-media content to inform and enable people to look after their health and encourage a digital first approach.
- ✓ Ensure staff are informed and engaged with service developments.
- ✓ Measure and evaluate the effectiveness of campaigns, channels and resources to ensure they deliver against NHS 24 and NHS Scotland objectives.

Summary

The Communications Team have an essential role to play in the delivery of services and sustainable system reform. Through consistent, open and trusted communications, NHS 24 can support people to look after their health and wellbeing, and to know when and how to access the right help for their needs.