



COMMUNICATIONS STRATEGY



Aims and Objectives of LINK

One of the main remits of the Local Involvement Network (LINK) is to engage local communities. This will allow them to speak up as a community and have a voice about how they feel about the delivery of health and social care in their particular areas and how they wish to see improvements made.

This will then create opportunities to make real changes in how health and social care is provided locally.



These changes can be made reality by working in partnership with key strategic organisations and providers of health and social care to ensure that the same message is communicated to all.

These organisations could be voluntary, run by social services, charitable, private or part of the healthcare system of the NHS.

LINK has the power to make sure that all health and social care services that are delivered are of the highest standard of quality, making them accountable to the public.

Objectives of the LINK Communications Panel

The overall objective of the communications strategy is to engage local people and consult with the public on all issues to do with health and social care within their communities.

We also aim to develop widely accessible information pathways and involve local people in developing the work of LINK.

The Communications Panel's intention is to ensure that we support and strengthen open and transparent communication between the public and the providers of health and social care services.

The information that LINK gathers will assist commissioners of health and social care services to develop the services that are needed for local communities.

The Communications Panel will ensure that all promotional materials, leaflets, information packs and marketing is of a high standard that is easily understood and does not include jargon or confusing messages.

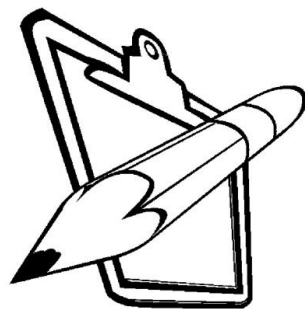
It is the responsibility of the Communications Panel to make sure that each person in Nottinghamshire has access to and understands what LINK is about, through the way we communicate with the public, other agencies and regulatory authorities.

Members of the Communications Panel

The Communications Panel has a total of twelve members that meet each month with a set agenda and targets.

The Communications Panel has a Chair Member whose role is to organise and manage the meetings. Minutes of each meeting are recorded and available for public scrutiny and will be posted on the LINK website.

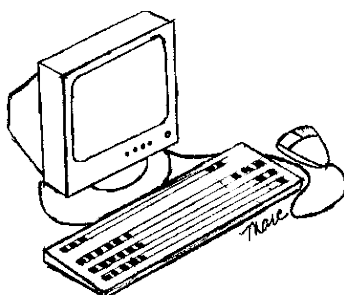
Within the Communications Panel, individual members will have specific tasks and responsibilities to ensure that the message is being delivered to the whole community within Nottinghamshire, and to help to develop and strengthen the LINK membership.



Our Support

The Communications Strategy will be implemented by the Communications Group with the support of the LINK Host: The Carers' Federation.

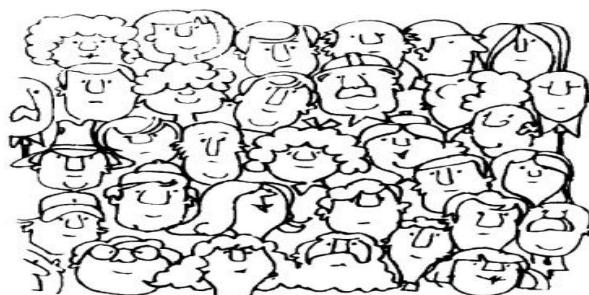
The Communications Panel will receive support from the LINK Team Community Engagement Workers and Administrators.



Our Community Audience

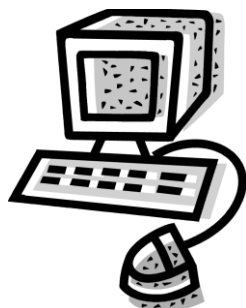
The LINK aims to reach out to **all** people living in Nottinghamshire including those who have previously been considered as hard to reach *minority groups*.

So no matter what the persons' age, determination, educational background, abode, ethnic origin or gender, Nottinghamshire LINK aims to recruit as many members as possible and enable the communities to become involved in how their health and social services are developed.



How We Communicate

The methods LINK will use to ensure as many people as possible are aware of our work will be varied and will include the following:



- ✓ Newsletters
- ✓ Website
- ✓ Information and Membership Packs
- ✓ Posters in local areas such as libraries, GP surgeries and other organisations
- ✓ Drop in Sessions and Coffee Mornings held in the local communities within each district throughout Nottinghamshire
- ✓ Use of DVD
- ✓ Exhibition Stands at local and County Shows
- ✓ Work through our Community Engagement Workers at local levels
- ✓ Use of local media such as Newspapers, Radio and Television
- ✓ Hold LINK member conferences
- ✓ Advertisements in the local press
- ✓ Information using a range of formats such as audio, multilingual and pictorial

Governance

To make sure that the Communications Panel is working effectively, their work is monitored by the Executive Board Members of the Nottinghamshire LINK.

Other Formats

This leaflet can be provided in a variety of formats if required. Please do not hesitate to contact us on 0115 9754647 if you require interpretation of this form or need help reading it.

Polish

Ta ulotka może być udzielane w różnych formatach, jeżeli jest to wymagane. Prosimy o kontakt na 0115 9754647 jeśli wymagają interpretacji niniejszego formularza lub potrzebujesz pomocy w jego odczytaniem.

Chinese

這本冊子可以提供各種格式如果需要的話。請不要猶豫與我們聯繫0115 9754647如果您需要解釋這種形式或需要幫助閱讀。

Hindi

यदि आवश्यक यह पत्रक प्रारूपों के एक किस्म में उपलब्ध कराई जा सकती है. कृपया अगर आप या इस फार्म की व्याख्या की आवश्यकता होती है 0115 9754647 पर हमसे संपर्क करने की जरूरत है इसे पढ़ने में मदद संकोच नहीं करते.

Latvian

Šī lietošanas instrukcija var sniegt dažādos formātos, ja nepieciešams. Lūdzu, nevilcinieties ar mums sazināties par 0115 9754647, ja vajadzīga interpretācija šo formu, vai vajadzīga palīdzība lasījumā to.

Arabic

هذه النشرة يمكن توفير مجموعة متنوعة من الأشكال إذا لزم الأمر. الرجاء عدم التردد في الاتصال
بـ 0115 9754647 إذا كنت بحاجة إلى تفسير لهذا الشكل أو تحتاجون إلى المساعدة. نأمل أن تكونوا قد
قرأوا.

Japanese

必要に応じて、このリーフレットは様々なフォーマットで提供することができます。してください場合、またはこのフォームの解釈を必要と0115 9754647に連絡する必要がある読書の仕方をためらうことはありません。

Spanish

Este folleto se puede proporcionar en una variedad de formatos, si es necesario. Por favor, no dude en ponerse en contacto con nosotros en 0115 9754647 si usted requiere la interpretación de este formulario o necesita ayuda para su lectura.

Turkish

Gerekirse Bu broşür çok çeşitli biçimler sağlanan olabilir. Lütfen bu formun yorumlanması gerekir 0115 9754647 bize başvurmanız gerekir okuyorsundur yardım çekinmeyiniz.

Unit E2 Southglade Business Park
Cowlairs
Nottingham
NG5 9RA

Telephone: 0115 9754647

Email: info@strongerlocalvoice.com

Web: www.strongerlocalvoice.com

