

Appendix 1

COMMUNICATIONS PLAN – 60th ANNIVERSARY OF THE NHS

Key stakeholders:

Public
 Patients
 Staff
 Schools
 Media
 Local Authorities
 MSPS
 Local Leisure Trusts

Level of communication:	
Public	<ul style="list-style-type: none"> • Media campaign highlighting work of NHSL • Promotional materials • Promotion of fun day
Patients	<ul style="list-style-type: none"> • Inpatients - mark 60th anniversary on 5th July within hospitals
Staff	<ul style="list-style-type: none"> • Pulse and staff briefings highlighting events and inviting participation • Request via media for retired staff to attend tea
Schools	<ul style="list-style-type: none"> • Prepare information packs • Arrange competitions. • Invites to fun day
Media:	<ul style="list-style-type: none"> • Run series of features in local press on the NHS in Lanarkshire
Local Authorities	<ul style="list-style-type: none"> • Invite to community fun day
MSPs	<ul style="list-style-type: none"> • Invite to community fun day
Local Leisure Trusts	<ul style="list-style-type: none"> • Joint organizers of fun day

Date	Task	Action
12 February on wards	Receipt of official logos from Government	MM
	Preparation of promotional materials for fun day	MM/Leisure Trusts
	Research articles for Pulse anniversary edition and local media	ED/CM

	Liaise with education departments, health promotion and local media to explore writing competition for secondary pupils and poster competition for primary pupils	MM/AT
	Meet with Connect to discuss lay out of Pulse anniversary edition	MM/ED
March	Agree promotional materials for events	Project Group
	Invite for retired staff to attend tea in July via local media and website	MM
April	schools competitions	All
May	<ul style="list-style-type: none"> • Publicity for fun day • Content for anniversary edition of Pulse completed and agreed with project group 	MM/ED
June 22	Family Fun Day Strathclyde Park	
July	<ul style="list-style-type: none"> • Run local features in media re: NHS over 60 years • 60th anniversary section on website • Anniversary edition of Pulse published 	CM/ED/MM
July 30	Afternoon tea for retired staff	All
August 15	Charity Ball	All
August	<ul style="list-style-type: none"> • Publicity following fund raising from charity ball 	MM/ED/
October 8	Volunteers event	All
October	<ul style="list-style-type: none"> • Series of features on volunteers in local media 	ED