



60<sup>th</sup> Anniversary – Sunday Funday

**COMMUNICATIONS & AND ENGAGEMENT PLAN**

No.	Date	1. Method of communication	2. Action and Message	Target stakeholder	5. Person responsible for communication	6. Status
1	January 2008 -	Staff briefing/Firstport	Details of event; Request for participants and volunteers	NHSL staff	Comms team	Ongoing
2	5 February	Presentation	Details of 60 <sup>th</sup> anniversary programme of events	North Lanarkshire PPF	M Morkis	Complete
3	March 2008	Pulse magazine	Details of event; Request for participants and volunteers	NHSL staff; patients	M Morkis	Complete
4	11 March 2008	Presentation	Details of 60 <sup>th</sup> anniversary programme of events	South Lanarkshire PPF	J Miller	Complete
5	14 April	Press release	Outline of 60 <sup>th</sup> anniversary programme	Public	M Morkis	Complete
6	23 April	Press release	Details of Fun Day	Public	E Docherty	Complete
7	28 April	Posters	Designs agreed for posters and leaflets	Public	PR Print/M Morkis/H Sweeney	Complete
8	27 May	North Lanarkshire News and staff newsletter	Details of Fun Day + poster images	Public and NLC staff	M Morkis	Complete
9	30 May	South Lanarkshire Council staff newsletter The Works + Council tenants newsletter	Details of Fun Day + poster images	Public and SLC staff	M Morkis	Complete

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10	23 May	NHS Lanarkshire website	Details of all 60 <sup>th</sup> anniversary events goes live	Public	M Stirling/Y Law	Complete
11	23 May	NHS Scotland 60 <sup>th</sup> anniversary website	Details of all 60 <sup>th</sup> anniversary events + link to NHSL website	Public	M Morkis	Complete
12	2 June – 20 June	Posters and leaflets	Leaflets distributed to each primary school child in Lanarkshire; leaflets and posters distributed to all key health and community facilities in Lanarkshire	Public	Comms team	Work ongoing
13		Weekly press release	Feature individual events in run-up to Fun Day – local and national print and broadcast media	Public	E Docherty	Work ongoing
14		Invitations	Invitations sent to local business, MSPs to event	Public	M Morkis	Work ongoing
15		Maps and information	Public information for the day to be designed and completed	Public	PR Print/M Morkis/H Sweeney	Work ongoing
16		10 June	Press release	Photo call with Tam Cowan and Simpson family – feature in local and national print and broadcast media	Public	E Docherty
17	16 June	Radio advertising	75 on air messages on L107; scripts prepared for DJs	Public	M Morkis/E Docherty	Work ongoing

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18	16 June	Banners at Strathclyde Park	Event details at entrances to SP at Raith and Motherwell	Public	PR Print	<a href="#">Work ongoing</a>
19	17 June	Adverts in Local press	Poster images used in adverts in all 10 local print titles + five freesheets	Public	E Docherty	<a href="#">Work ongoing</a>
20	19/20 June	Radio interview	Interview L107	Public	H Sweeney	<a href="#">Work ongoing</a>
21	23 June	Press release/Radio coverage	Report on the day	Public	E Docherty	<a href="#">Work ongoing</a>
22	7 July	Pulse	Report on the day	Public	Comms team	<a href="#">Work ongoing</a>