

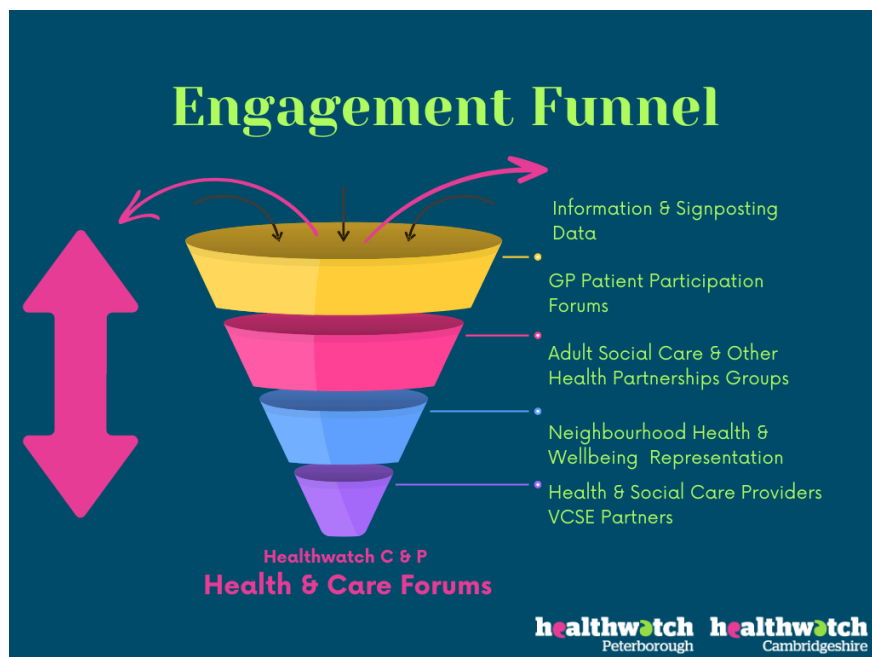
# Communications project plan

This communications plan builds on the [strategy published in 2024](#) which comprehensively segments our purpose, audiences and goals, brand awareness, vision and mission.

It incorporates our [2025-2030 strategic priorities](#) which centres our workflows around the the Engagement Funnel.

Our key objectives to support the impact of Information and Signposting Data and our Health & Care Forums are:

- To increase the number of health and care experiences shared with us.
- To better promote engagement activities that enable us to gather those experiences.
- To increase awareness of our information and signposting services.
- Maximize our data driven approach: develop closer relationships with commissioning and provider organisations to ensure patients' insights inform strategies and deliver impact.



# Channels and tactics

We have identified the following channels as the ones we will focus on to increase our reach and engagement.

Media	Search	Social	Email
<ul style="list-style-type: none"><li>● Focus on core objectives in 2025–2030 strategy for consistency.</li><li>● Increase use of impact case studies for media pick-up (e.g. multi-media – blog posts, videography).</li><li>● Maximise reach by targeting media with greatest local reach e.g local radio, parish magazines.</li></ul>	<ul style="list-style-type: none"><li>● Adopt SEO tactics to optimise content.</li><li>● Audit of websites – duplicate sites potentially harming SEO.</li></ul>	<ul style="list-style-type: none"><li>● Audit to understand best reach – reduce time investment in channels not delivering engagement.</li><li>● Utilise Facebook groups &amp; paid-for activity.</li><li>● Youthwatch to collaborate on Instagram &amp; TikTok.</li></ul>	<ul style="list-style-type: none"><li>● Ensure sign-up points are visible at more points of the user journey.</li><li>● Establish plan to retain interest of supporters and regular communication – quarterly newsletters and supplementary news.</li></ul>

Partnership	Website	Events	Content
<ul style="list-style-type: none"><li>● Target partners to support campaigns to extend reach and increase impact including local NHS, social care, charity, local authorities etc.</li></ul>	<ul style="list-style-type: none"><li>● Introduce content plan covering advice, insight, case studies and impact.</li><li>● Review user journey to improve experience. e.g. ensure easy read of reports.</li></ul>	<ul style="list-style-type: none"><li>● Review promotional materials.</li><li>● Test new approaches e.g. Health &amp; Care Forum promotion, one-page summaries.</li></ul>	<ul style="list-style-type: none"><li>● Improve report and content accessibility.</li><li>● Focus on more multi-purpose content.</li></ul>

# Project Plan (key projects only – in addition to supporting HWE campaigns)

Month	Activity
Apr 25	Impact training. Radio advertising research, advert creation. Launch referral survey. <b>Autism Awareness Day.</b>
May	Spring newsletter (with new impact focus). Health & Care Forum promotion. <b>Launch mental health survey. Launch referral survey.</b> Partnership Board – new materials. New BSL videos for websites. <b>Mental Health Awareness Week. Deaf Awareness Week.</b>
Jun	New Youthwatch information & signposting page. Vaping animation. Annual Report. Health and Care Forum promotion. <b>Volunteers' Week. Carers Week.</b>
Jul	Launch new impact web page. Case Studies – Volunteering. Summer newsletter. Promotion of Annual Summit. Partnership Board impact blog.
Aug	Youthwatch impact blog. Website audit. Case Studies – Information & Signposting
Sept	Health and Care Forum promotion. Parish magazine advertising. Podcast planning. Review radio advertising. Social media training for Youth Engagement Officer & Partnership Board team. <b>World Pharmacists Day. Patient Safety Day.</b>
Oct	Autumn newsletter. Annual Summit. Meet the Partnership Board blog. Mental Health Summit Report. Partnership Board videos. <b>Breast Cancer Awareness Month. World Mental Health Day.</b>
Nov	Launch podcast series. Case Studies – Mental Health. <b>Stress Awareness Day. Carers Rights Day.</b>
Dec	Case Studies – Primary Care. Partnership Board impact blog. Case Studies – Volunteers. <b>International Volunteer Day.</b>
Jan 26	Winter Newsletter. <b>World Braille Day. Cervical Cancer Prevention Week. Blue Monday.</b>
Feb	Case Studies – Young People. Introduce new SEO approach. <b>Time to Talk Day. Children's Mental Health Week.</b>
Mar	Case Studies – Joined Up Care. Impact blog. Health and Care Forum promotion. <b>World Hearing Day. Ovarian Cancer Awareness Month.</b>