

Lambeth Local Involvement Network (LINK)

Lambeth LINK Communication and Publicity Strategy

1. Introduction

This document sets out the initial strategy we will use to publicise the LINK and its work so that people in Lambeth are:

1. Aware of the LINK and what it can do
2. Know how they can become involved
3. Know what the LINK has achieved and will be doing

Once the LINK membership is formed we will review and develop the strategy with the members of the LINK. Please also refer to the Lambeth LINK Engagement and Involvement Strategy which is closely connected to and overlaps with this strategy.

2. Principles

The principles underpinning this strategy are to:

1. Reach those communities that are not usually heard
2. Demonstrate that we value every individual
3. Give a voice to those less able to do so themselves
4. Ensure accessibility by using a variety of methods and being flexible in the methods used
5. Involve people in producing and deciding upon the Lambeth LINK's communication and publicity approaches
6. Recognise that communication and publicity face all directions and provide feedback on work done, findings and successes to members of the LINK and the public and also to commissioners, regulators and providers
7. Be realistic about resources and targets

3. Initial strategy

- 3.1 We will publicise the LINK through word of mouth, outreach visits to offices of voluntary and community organisations, public meetings, press releases and articles which we will distribute through the local press, community newsletters (*name some of them*), networks and relevant websites.
- 3.2 The next meeting of the LINK will be a public meeting to be held at Lambeth ACCORD in December 2008. This will be advertised through the media noted in paragraph 3.1.

We will create a Lambeth LINK website. This will explain what the LINK is, what it can achieve, what is going on and how to get involved. It will also be used for quick surveys and for people to contact the LINK and have their say.

We will produce the Lambeth LINK newsletter that will be distributed through.....The Lambeth LINK newsletter will explain what the LINK is, what it can achieve, what is going on and how to get involved. In addition, it will convey information and updates on local and national health and social care issues. It will have a LINK's member's column where individual LINK members will be encouraged to write their views and provide their experiences of local health and social care provision.

Ongoing communication and publicity

- 4.1 The Lambeth LINK will continue to use existing forums; community groups and networks to spread information and publicity about the LINK as well as using local press and information sites.
- 4.2 Once the Lambeth LINK has started work we will keep people informed of the subjects under review, how they can become involved; visit and view activities; survey findings; the responses of commissioners, regulators and providers and; the outcomes of work done.
- 4.3 The Lambeth LINK will maintain a mix of regular items for the media to keep the profile of the LINK high. We will give prominence to particularly good news stories or important issues for additional media coverage. In addition, we will publicise future events and activities of the Lambeth LINK.
- 4.4 The Lambeth LINK will consult with LINK members who are interested in being involved in communications and publicity on the content, design and form of publicity. Where members are interested in producing some of these materials we will provide them with the opportunities and, where appropriate and possible, materials or space to do so.
- 4.5 The Lambeth LINK will provide feedback on all findings and concerns to the commissioners, regulators and providers of health and social care services that are reviewed to enable them to take action where necessary to improve services.

5. Informing people

The Lambeth LINK will develop a range of methods for keeping the community informed of the LINK and its activities. The range will be used to maximise the number of communities that are informed of the work of the LINK and their opportunities to be involved. It will also be used to attract interest from different types, ages and backgrounds of participants. The methods may include:

1. Flyers for community and service locations
2. Leaflets, translated as appropriate and using easy read methods
3. Letters to community groups and organisations
4. Newsletters
5. Presence at community events
6. Local radio, including ethnic radio stations
7. Local press, including ethnic and specialist publications and newsletters such as for tenants and user groups
8. LINK Website
9. Items on websites of Lambeth Council; Lambeth PCT; community organisations and service providers together with links to the LINK website
10. Text messages and social networking sites such as Facebook and Bebo

Limitations

- 8.1 The Lambeth LINK recognises that due to time, money and people constraints, it will not be able to cover every health and social care issue or problem that may arise. The Lambeth LINK will use its own media such as the LINK newsletter and website to inform people of reviews, changes and issues that are taking place that the LINK is not taking action on to give people an awareness of activities that they may wish to follow up themselves.
- 8.2 The Lambeth LINK recognises that it will not always be able to produce all the publicity materials or use all the media channels available due to the constraints identified in paragraph 8.1. Where this is the case, the Lambeth LINK will prioritise those events or issues and those channels that will enable the LINK to be as effective as possible. This will be according to the LINK majority view where the priority is not clear or there is a split view.

9. Participation

The Lambeth LINK will encourage the participation of people in the production and distribution of publicity materials and in communicating the work of the LINK. This may be through designing the website, newsletters and posters etc; writing articles; suggesting ideas; editing; sharing their experiences or the work of the LINK at meetings; attendance at local events or; helping communicate with people with particular communication difficulties.

10. Training

The Lambeth LINK will provide training for those involved in the LINK who wish to be involved in the production of publicity and in communicating on behalf of the LINK.

11. Learning from experience

The Lambeth LINK will review projects and activities and the experience of other LINKs to learn from what works and what does not so that collectively we can become increasingly effective.