

Personalisation Programme – Communication Strategy Action Plan

The purpose of the communications strategy is to raise awareness of self-directed support and the pilot to stakeholders.

| Date | Event/method | Target audience | Lead officer/s | Status |
|------------------|---|--|---|-----------|
| Early January | Workshop – to discuss pilot and recruitment. Feedback to be circulated via email. | Staff | Zoë Johnstone, Lynne Lidster and Caroline Little | completed |
| March 2009 | Job vacancy advert in newspapers, Boris and on the BFC and jobs go public website | Wider community, staff | Zoë Johnstone, Lynne Lidster and Paul Young | completed |
| April 2009 | Provider Workshop | Providers, partners and voluntary sector | Zoë Johnstone & Lynne Lidster | completed |
| July 2009 | Presentation about the pilot to groups | Members | Glyn Jones and Zoë Johnstone | Completed |
| June/July/August | Team meetings about the pilot | Staff | Zoë Johnstone, Lynne Lidster, Val Bray & Derek McCarthy | Completed |
| July 2009 | Voluntary Sector Forum AGM | Voluntary Sector organisation | Zoë Johnstone Lynne Lidster | Completed |
| July 2009 | Personal facilitators and team manager to meet teams during induction | Staff | Zoë Johnstone, Lynne Lidster Derek McCarthy & Personalisation Team | Completed |
| August 2009 | Forest Views | Staff | Zoë Johnstone Lynne Lidster Derek McCarthy Kaylee Godfrey | Completed |

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| September 2009 | Frequently Asked Questions on BORIS | Staff | Zoë Johnstone, Lynne Lidster, Derek McCarthy and team | Completed |
| September 2009 | Presentation to Access Panel | Members and other stakeholders | Zoë Johnstone | Completed |
| September 2009 | TASC Newsletter | Staff | Zoë Johnstone Lynne Lidster, Derek McCarthy & Kaylee Godfrey | Completed |
| October/November 2009 | DVD | All stakeholders particularly individuals and families | Zoë Johnstone Derek McCarthy Lynne Lidster Kaylee Godfrey & Derek McCarthy | |
| October 2009 | Presentation to staff in corporate services | Staff | Zoë Johnstone Derek McCarthy | Completed |
| November 2009 | TASC Newsletter | Partners and providers | Zoë Johnstone Lynne Lidster, Derek McCarthy & Kaylee Godfrey | |
| November 2009 | Stand at PCT consultation event | Residents | Zoë Johnstone Lynne Lidster, Derek McCarthy & Kaylee Godfrey | Completed |
| November 2009 | Presentation to Local Involvement Network Meeting | Residents | Lynne Lidster | |
| December 2009 | Staff Briefings | Staff | Zoë Johnstone, Lynne Lidster, & Derek McCarthy | |
| December 2009 | Develop holding statements for press to be used if needed | Wider community | Zoë Johnstone Lynne Lidster Kaylee Godfrey | |

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| December 2009 | Pilot – stories in local newspapers and on local radio (from DVD Launch event) | Wider stakeholders | Zoë Johnstone Lynne Lidster Kaylee Godfrey | |
| December 2009 | Launch of the pilot – Event for families and invitation to press and other stakeholders | Residents requiring support | Zoë Johnstone, Lynne Lidster and Personalisation Team | |
| Spring 2010 | Town and Country | Residents | Zoë Johnstone, Lynne Lidster , Kaylee Godfrey | |
| July - December | <p>During the launch</p> <ul style="list-style-type: none"> • Staff - team meetings and updates on BORIS. • Managers' Forum • Providers – email asking for feedback from the pilot. • Residents requiring support – regular case reviews | Staff, providers, residents requiring support | Zoë Johnstone, Lynne Lidster , Kaylee Godfrey and personalisation team | |
| February 2010 - after evaluation | <ul style="list-style-type: none"> • Staff - team meetings and updates on BORIS. • All residents – article in Town & Country about individual budgets. Press release issued to the local media. • Providers – email with feedback from the pilot. | All | Zoë Johnstone, Lynne Lidster and Personalisation Team. Kaylee Godfrey | |

The full Communication Strategy is available from Lynne Lidster x 1610