

# South Gloucestershire LINK

## Communication Policy

### **Aim:**

Enhancing the LINK reputation through raising awareness of its work and the benefits it brings to South Gloucestershire. To bring about a more proactive approach to listening to the views of the community on their experiences of health and social care, and using this to make sure that health and social care services are planned and delivered to meet the needs of the people who use them.

This strategy commits to communications activity that is:

- Open and honest
- Fair, balanced and accurate
- Well planned
- Timely
- Accessible
- Inclusive
- Proactive

### **Developing an identity:**

A clear brand for the LINK will help to provide more of an identity to the work that we do. Branding is as much about being clear about who we are and what we are here to do, as it is about having a visual image or logo. A clear vision statement, a set of overarching priorities and a set of operational objectives will provide our focus.

The development of a visual brand and identity for the LINK will help to illustrate the broad scope of our remit as we work to raise our profile over the coming months.

### **Consultation:**

The role of the LINK is to:

- Encourage and support more people to get involved in shaping local care services, from helping to decide what care services should be commissioned , to influencing the way that they are run
- Actively canvassing every section of the community for their views and experiences of local care services
- Provide the community with a mechanism for monitoring and reviewing local care services and the ability to hold them to account; and
- Inform those who commission, run and scrutinise local care services, what local people have recommended to help improve services

### **Information sharing:**

Being proactive with the sharing of information and dissemination of information will be paramount, working together more effectively with others working within the health and social care agenda can have a huge impact in raising the LINK profile. Through information sharing the LINK will be able to map a detailed overview of what is going on across South Gloucestershire in support of health and social care and ensure that consistent messages are disseminated. The LINK has the ability to target specific groups, organisations, communities and individuals with relevant messages making communication planning more coherent and better coordinated.

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