

East Kent Maternity Services - Communications plan

Event	Audience	Method	Action	Progress/By when
	Media	Press release	Soft launch release issued to those making enquiry	Thanet Gazette see Appendix 1
	Media	Press release	EKHUFT Proactive release looking back at the first month on new unit and other services available	Used by Health Service Journal see Appendix 1
	Media	Press release	EKHUFT Proactive release about services available over the Christmas period	Working on article with Acting Head of Midwifery & Women's Health Nursing
	Media	Media call	Christmas babies and support available over Christmas and new year	Liaison with media for coverage of Christmas and new year babies.
	Public	Leaflet	<p><i>PCT to produce Maternity services – your birth, your choice</i></p> <p>Leaflet to detail the options available and signposts for more information</p> <p>To be given to mothers-to-be at first appointment with midwife.</p> <p>An A4 pdf version of the leaflet, translated into 5 languages, is available to be printed off on demand at the surgery/clinic.</p>	Printed and distributed to midwives at end of September See appendix 1
		Your Health magazine	Article by PCT	March 2013 edition
		PCT and EKHUFT websites	Article posted on website by both	EKHUFT First baby born news story Appendix 1

December 2012

Event	Audience	Method	Action	Progress/By when
		Social media	Facebook and Twitter posts with links to web page by PCT	Planned for the official opening
	Staff at EKHUFT	Intranet Trust News Team Brief	Article by EKHUFT	Article in Trust News on first baby being born
	CCGs and GPs	GP bulletin / independent contractors website, locality bulletins	Article by PCT	October.
	FT governors, members, and volunteers	Your Hospital	Article by EKHUFT covering official opening of the MLU and the improved maternity services at Dover and Canterbury	Next issue 15 February 2013
	Kent Health Overview and Scrutiny Committee	Meetings	HOSC liaison group members to be invited to next meeting of implementation group Return visit to HOSC	Members were very complementary regarding the consultation process and the outcomes. March 2013
Official Opening	Various	Official Opening	The Maternity Review Group favoured a celebrity for the opening, but this is proving difficult in January. The Unit are prepared to move the opening to February if they can get the right person. In addition to the Official opening we will also be promoting the improved maternity services in Dover and Canterbury.	Deadline for getting a celebrity set for 21 December.

December 2012

Event	Audience	Method	Action	Progress/By when
			List of invitations being managed by Communications. Opening plaque sources by communications	
	Media	Release	Pro-active press release by EKHUFT	Prior to opening in January/Feb
	Public	Media	Press release Promoting improved maternity services at Canterbury and Dover	Following opening
		Your Health Magazine	Article by PCT	Following opening
		PCT and EKHFT website	Article by EKHUFT covering official opening of the MLU and the improved maternity services at Dover and Canterbury	Following opening
		Social media	Facebook and Twitter posts with links to web page by PCT	Following opening
	Staff at PCT	Intranet	Article by PCT	Following opening
	Staff at EKHUFT	Intranet Trust News Team Brief	Article by EKHUFT covering official opening of the MLU and the improved maternity services at Dover and Canterbury	Following opening
	CCGs and GPs	GP bulletin / independent contractors website, locality bulletins	Article by PCT	Following opening