

**ACTION PLAN**

<b>Date</b>	<b>Message</b>	<b>Method of Communication</b>	<b>Action by</b>
Autumn HA meeting	Publicising the district-wide framework	Press briefing Press release Health and Social Services staff newsletters Staff team briefings	tbc
August - November	Flu Immunisation	Link into the national campaign: Press releases Advertisements Radio advertising Articles in island and mainland newspapers Articles in magazines: Local Authorities Pompey Pensioner Ethnic Group Newsletters Talking Newspapers Local Associations, e.g. Parish Councils Voluntary organisations Posters in: GP surgeries Pharmacies Dentists Opticians Hospital/clinic waiting areas Social Services Offices	Sue Galley

- 6.1 The NSF for Older People is a ten year programme of action linking services to support independence and promote good health, specialised services for key conditions, and culture change so that all older people and their carers are always treated with respect, dignity and fairness. It is therefore essential that communication is a vital tool in the implementation of the NSF and as such should be built into key pieces of work. See attached outline plan.

## **7. BUDGET**

- 7.1 Subject to approval of the communications plan the costs of the following will need to be identified:

- Printing of leaflets
- Cost of distribution
- Messages on 'talking newspaper'
- Cost of translation
- Hire of venue
- Cost of signer
- Advertising