

**GWMH Inquest Comms. Team Action Plan**

<b>December</b>			
<b>Action</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Progress</b>
<ul style="list-style-type: none"> <li>• Project Group Stakeholder list</li> <li>• Internal Stakeholder List</li> <li>• External stakeholder list</li> <li>• Media list</li> </ul>	JD	19/12/08	Circulated to comms team 19/12/08 and group 05/01/09
<b>January</b>			
<b>Action</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Progress</b>
All to feedback on Action plan and Stakeholder lists	All	16/01/09	
ST / MG / ET to get dates for staff meeting for Jan / Feb / March and manage agenda	ST / MG / ET	05/01/09	
Comms team to attend meetings with Counsel 13 <sup>th</sup> January and 23 <sup>rd</sup> January prior to developing communications story	ST / CS / JD	13/01/09 23/01/09	
Comms team to further develop Q&As, Holding Statement, Fast Facts, Chronology, Media Enquiry Protocol, Approval Flowchart, Spokespeople, Media Story and Statements (based on strategic objectives) for staff and media briefing packs	ST / CS / JD / ET	28 / 01/09	
Comms team to research AVMA (action against medical accidents)	JD	16/01/09	
JD sent draft Staff and Media Comms Pack contents list to ST and ET for additions / approval	JD / ST / ET	19/12/08	To be circulated 28/01/09
ST / CS / JD to met with Peter Edgar re memorial stone event and briefing	ST / CS / JD	08/01/09	
Tour of Collingwood ward for article and photo opportunity with Clare Semke from The News	JD	09/01/09	
ST to ask RS re OSC, LINK and GBC briefings	ST	09/01/01	
ST / MG / ET / JD to arrange briefings with security and switchboard at GWMH and QA	ST / MG / ET / JD	09/01/09	
All to develop briefing sheets for staff meetings	ST / MG / ET / CS/ JD / SK	09/01/09	

<b>January</b>			
<b>Action</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Progress</b>
ST / MG / ET / CS / JD to develop statements for media including NHS Rx policy story following Eileen Spillers review of CHI recommendations and current policy	ST / MG / ET / CS / JD	22/01/09	
JD to liaise with Coin Jones / Estates at GWMH re security / media arrangements / parking / office space / TV / room for media briefings	JD		
ST / ET / CS / JD to agree dates for media training	ST / ET / CS / JD	15/01/09	
ST / MG / ET / CS / JD to map and grade stakeholder lists	ST / MG / ET / CS / JD	16/01/09	
ST and EH to arrange video footage	ST / EH	16/01/09	
ST to brief Graham Groves at SHA on action plan and agreed media alert protocol	ST	30/01/09	
<b>February</b>			
<b>Action</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Progress</b>
Press Comms Pack to be approved	ALL	02/02/09	
Media briefings to be arranged w/c 23 <sup>rd</sup> Feb. Trimedia invite press and press Comms packs to be distributed	CS / JD	02/02/01	
Staff Comms packs to be disseminated at staff briefings	ST / MG / ET / CS / JD / SK	Feb staff briefings	
ST to confirm OSC date	ST	09/02/01	
MG & ET to develop update for NHS Choices	MG & ET	09/02/01	
Media training and briefing of spokespeople	ST / ET / CS / JD	13/02/09	
EH to arrange PBC Locality Group briefing for GPs	EH	13/02/09	
ST / JD to develop factsheets for patients and visitors	ST / JD	16/02/09	
Communications team Inquest attendance rota developed (PCT PCT / HPTrust / PH NHS Trust / HPCT / Trimedia)	All	28/02/09	

March			
Action	Responsibility	Deadline	Progress
Staff updated	ST / MG / ET / CS / JD / SK	March staff briefing	
SHA media Alert sheets to be sent as required	ST / ET / JD		

Distribution List

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