



**HSE National Communications Plan
Draft Outline Framework**

NATIONAL PLAN

Section of plan	Introduction
What this should cover	<i>To herald the inaugural Communications Plan, the strategic role that it will play in shaping future HSE communications. This to be set against the context of an agreed communications strategy as a key component of the corporate strategy</i>
Section of plan	Objectives
What this should cover	<i>Outlining key aims of a co-ordinated, national approach to communications: Strategic in approach Top down and pre-planned Building the reputation of the HSC/HSE Positioning the organisation appropriately with its stakeholders Conveying key messages</i>
Section of plan	The HSC/ HSE Positioning
What this should cover	<i>Summarising the way in which the organisation wishes to project itself and be perceived. Outlining what the organisation is and what it stands for.</i>
Section of plan	Target Audiences and stakeholders
What this should cover	<i>Clarifying the primary groups that HSE should be engaging and influencing through communications, and the changes in attitude and behaviour that are envisaged: Externally Duty holders Employees Local Authorities DWP MPs The media/opinion formers Internally Board/ Commission Directorates Senior managers All staff</i>
Section of plan	'Augmentation' strategy
What this should cover	<i>Outline the approach to improve on the manner communications is handled for existing interventions/prosecutions, resulting in more proactively managed strategic messages</i>
Section of plan	'Stand Alone' strategy
What this should cover	<i>Outline the approach to developing more compelling standalone communication packages – from advertising to publications, web etc – all of which target specific audiences in a measured way</i>
Section of plan	'Working Through Others' strategy
What this should cover	<i>Depicting how the organisation can improve its communication through the education and deployment of its staff (particularly inspectors) and partners (especially local authorities)</i>



Section of plan	12 month plan of activity
What this should cover	<i>Overview (graphical?) of the key planned activities, phased over a twelve month period. This should include advertising campaigns, PR and publicity initiatives, reports, conferences etc. The plan should demonstrate co-ordination, and inter-relationships across the Directorates</i>
Section of plan	Media Strategy
What this should cover	<i>Strategic guidelines and principles/ protocols for the use of various communications channels. How TV, radio, press should be used for augmentation activities around interventions; how the web should be harnessed to provide wider access to certain target groups etc</i>
Section of plan	Research plan
What this should cover	<i>An overview of a centrally co-ordinated approach to the commissioning and managing of market research, from on-going tracking surveys to bespoke research programmes for specific stakeholder groups</i>
Section of plan	Budget
What this should cover	<i>Narrative and tabular summary of the financial resource to be allocated to communications activity over the coming twelve months. Split between corporate level and programme, directorate, sector levels, and by media (advertising/ PR/publications/web etc)</i>



SUMMARY OF DIRECTORATE LEVEL PLANS

Supporting the national picture will be specific plans for each part of the organisation:

- Policy
- Priority programmes
- FOD
- Nuclear
- HID
- HMRI
- Operational policy
- COSAS
- Sectors

These plans will require framing as shown below:

Communications objectives
Target audiences
Key messages to be conveyed
Phased action plans for:
Augmentation
Stand alone
Working Through others
Budget

