

# AIAC: 18 March 2008

## Communications Update

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Head of Agriculture & Food Sector

# HSC/E strategy



Since 2004 emphasis has been on communication and outcomes rather than on inspection per-se and outputs

# Communications Budget 2007/08

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Budget - £275k

- In support of:
  - HSE Campaigns
  - FIT3 Strategic Programme
  - Stakeholder engagement
  - Promotion / education

# Communication activities

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- SHAD's
- Royal Show
- Technical and specialist shows
- Publications
- Media activity
- Existing and novel electronic communications

# SHADs



## SHAD programme:

- 13 Farming SHADs delivered + 4 scheduled in March
- 4 Arboriculture SHADs delivered
- 3 Forestry SHAD's delivered + 1 scheduled in March
- Details in AIAC Paper 0803\*\*\*

## Shows: 2008/09

### Events attended:

- ‘Royal Show’
  - Royal Highland & Royal Welsh shows funded by FOD Divisions. Sector supported
- ‘Cereals’
- ‘Saltex’;
- ‘Arboricultural Show’; and
- LAMMA

# Publications

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- Reprint and revision to AFAG leaflets
- Two new publications for migrant workers
- Reprint of various leaflets

# Media activity

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- Farming news
- Editorial features and trade press:
  - FW Academy articles
- Farmers Weekly Initiative
- Building relationships with journalists and trade press

# Existing and novel electronic communications

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- E-bulletin
- Internet:
  - Agriculture web page
  - Migrant and casual workers web pages
- Under development:
  - MSD photo library
  - Forestry website + Podcast
  - Exploratory discussions with Aardman Productions Ltd

# Conclusion

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## New drivers:

- Commission response to HSC/07/60
- 'Insight' project

## Need to explore:

- New ways to communicate and influence the farming community
- Stakeholder involvement
- Sponsorship