

EDC communications

EDC meeting

30 October 2017



What are the EDC communication aims?

These are :

- Increase understanding of the refreshed EDC's role during 2017-18 and raise its and members positive profile at a national, regional and local level.
- Promote key EDC programmes of work and awareness of engagement events.
- Identify and disseminate equality and diversity best practice with national, regional and local audiences.
- Support embedding of good equality and diversity practice at range of national organisations, commissioner and provider organisations.

Key priority audiences?

- Commissioners and providers across health and social care landscape including new models/vanguard areas and STPs
- Equality and Diversity Networks
- Staff from key national bodies
- Other partners and stakeholders from health and social care system
- Government Departments (including the DH)
- Patients and patient organisations

Suggested approaches

Annual Report

Monthly blog

Updated website content

Social media activity

One engagement event led by EDC (could be linked to Annual Report publication)

Quarterly newsletter/bulletin

Local visits

Presence at key national events

Next steps

- Agree communications support arrangements with NHS England and member organisations
- Develop a timeline of communications activity
- Build detailed communications plans into agreed/developing EDC work programmes
 - and run communications activity as appropriate

