

Table 1: Reading Borough Council Communication Action plan 2019/20

Target Audiences	Key messages	Distribution	Actions	When	Who	RAG	UPDATE
Parent of pre-school children	Request to share advice/encourage service users to get child vaccinated (+ posters/newsletters) <ul style="list-style-type: none"> Flu vaccination programme – arrangements for 3 & reminder of new arrangements for 4 year olds Benefits/risks Availability Link to resources 	FIS will send email to contacts for pre-school services/activities including: <ul style="list-style-type: none"> registered nurseries child-minders playgroups mother and toddler Wellbeing to distribute email messages to wider community & voluntary groups and provider of 0-19's service.	NHS England to confirm national comms message and vaccination arrangements for these groups. <p>Wellbeing and RBC Comms Team to produce local comms messages to go out through network/s</p>	Start social media 2nd October Wellbeing and FIS - First/second week of October	NHS England Wellbeing Team/RBC Comms Team FIS BHFT - School Nursing and Community Immunisation Team		
Parents of Pre school children (2, 3 & 4 Year olds)	<ul style="list-style-type: none"> Benefits of immunisation/risks of flu Administered by nasal spray Available from GP only (2 & 3 year olds) – 4 years old through school Links to resources 	RBC Comms to use social media pages to distribute key messaging - including gossip girls, local mumsnet, RSG as an additional platform					
Infant/Primary School Heads	<ul style="list-style-type: none"> Service available from Schools Imms Team How to contact/arrange vaccination Flu Messages for parents (see below) to encourage uptake Link to resources 	BHFT Schools Immunisation Team will distribute key messages through School Head teachers;	BHFT to confirm school programme for 2019. This will be supported by LA colleagues who will support to identify comms networks to help raise awareness to parents/schools.	Monday 7th October 2019	BHFT - Schools & Community Immunisation Team		
Parents of Year 1, 2, 3, 4, 5 and 6 pupils	<ul style="list-style-type: none"> Benefits of immunisation Administered by nasal spray Available via school Dates of birth for those turning 4 (starting school) Link to resources 	BHFT will share a letter to home-educated parents and work with Local Authorities colleagues to send this out. For 2019/20 we are using a new easy read generic leaflet			Wellbeing Team/RBC Comms Team		
RBC DMT/CMT	<ul style="list-style-type: none"> Promote national flu vaccination programme via staff routes Benefits and risks (to vulnerable groups and org) Lists of eligible teams/staff (working with vulnerable people/critical for business continuity) Request for managers to cascade 	DMT/CMT and RBC Comms Team	Wellbeing Team to prepare staff and team communications about flu vaccinations - protecting themselves and vulnerable residents. Briefing/meeting/emails etc	As soon as we have a clear decision about RBC staff offer	RBC DMT's Wellbeing and Comms Team		Outstanding - confirmation of whether there is an RBC offer - this will determine messaging to all staff - to 'launch' the campaign internally
All RBC staff	<ul style="list-style-type: none"> Risks and benefits Who is eligible for national/staff* offer (those working with at risk groups and BC critical + anyone caring for eligible person) *Free if eligible - available from pharmacy AND GP When available Spread the word/remind family & friends and service users who are in clinical at risk groups 	Team Meetings/Supervisors. § Intranet News Filter Explore using Inside Reading Posters on noticeboards (all Council facilities)	LA to prepare promotional information for staff flu vaccinations (can use NHS England information)	11th October - follow press release Early October	LA		
Manager's of services access by people in clinical at risk groups e.g. Care Home Manager, Domically Care Providers, Extra Care Sheltered Housing etc	Update on national Flu campaign clinical at risk groups. Location of where vaccinations are available Responsibilities - for self, staff and to service users § Benefits/risks to residents and day-to-day ops § IMS services available – how to arrange § Link to resources § Encourage and support residents/service users to take-up	Distributed through Commissioning Team and Housing Team colleagues.	Wellbeing Team to prepare and cascade information to commissioned services providers for both residents and staff.	October	LA		

Reading Residents	Update on national Flu campaign clinical at risk groups: - 2-3 year olds, - primary school aged, - underlying health condition (asthma, heart disease, BMI over 40, immunocompromised and) - carers	RBC Comms Team will use national messages via Social Media. Some printed materials may be used for specific resident groups such as Older People but these will be limited to need only. National campaign messages will be distributed to community and voluntary sector and other RBC services for wider distribution.		Phase 1	RBC Comms and Wellbeing Team		
	Front line NHS staff and Social Care staff	Joint Press Release RBC & CCG	CCG to confirm local programme information and details on access so local messages can be tailored for targeted groups.	There will be different phases targeting different groups - waiting national plan to identify these phases.			
	§ Stay Well This Winter messages	Share via social media an flu materials produce on platforms such as You Tube	LA to also access national marketing information and cascade to key stakeholders and use comms links to raise awareness.	October through to March			
	§ Request to help spread the word via newsletters/website	Work with CCG to explore GP surgeries displaying video on screens in waiting rooms	CCG to tailor national message to ensure local messages can be tailored for targeted groups.	Oct - March			
	▪ Link to resources			October	CCGs/LA		
Ante-natal services	<ul style="list-style-type: none"> Flu Jabs in pregnancy Benefits/Risks for pregnant women Request to spread the word Link to resources 	To support the local Trust and GPs to spread the word through services such as maternity unit (probably covered by health/hospital) Ante natal groups (NCT) and via our Family Information Services. Community midwives - via our 0-19 health services.	CCG to confirm local programme information and details on access so local messages can be tailored for targeted groups. LA to cascade information via networks i.e. FIS, Smoking Cessation Service	Oct - March	Trust and CCGs colleagues support by Wellbeing and RBC Comms Team.		

Additional Avenues to explore

Target Audiences	Key messages	Distribution	Actions	When	Who	RAG	UPDATE
All reading residents	As above	Explore the feasibility of Radio panel discussion, live with question from Berkshire residents	YI to have a conversation with Jo Jefferies/Tessa about visibility	End of September	PH	Green	
			Vic/Claudine follow up on Radio agreeability	Early October	Comms	Amber	
			Jo Jefferies to seek prior support and endorsement from/ best approach from PHE Comms	Early October	PH	Amber	
		Twitter panel chat - not live. Explore TV option in addition or instead of Radio	Scoping of what this would entail and commitment from RBC staff /Jo Jefferies	Early October	Comms		
			Vic/Claudine follow up on feasibility /agreeability	Early October	Comms		
			confirmation from Tim on its used/ how it's been most helpful - adaptability/Applicability to Reading etc	Early October			

All residents/ with a key focus on Muslim Residents		#IamVaccinated Campaign	Comms to look at logistics of how we can target this to region where we have higher muslim resident concentrated in Reading	Early October			Cllr Hoskin is keen for this
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LA – Local Authority
BHFT – Berkshire Health Foundation Trust

CCG – Clinical Commissioning Group
FIS - Family Information Service

Key	
Green	Done
Amber	In progress
Red	Outstanding/ issue arising that needs action
Grey	No longer applicable