



Southern Health
and Social Care Trust



VISION & STRATEGY 2030

Communications Plan

Communications Lead: Louise McDowell,
Communications Manager



Working together



Excellence



Openness & Honesty



Compassion

Five Year Vision & Strategy 2030 Development Communications and Engagement Plan for launch

1. Background

The Southern Health and Social Care Trust has developed a new five-year vision and strategy for the organisation which has been produced with staff, service users and other interested stakeholders.

The aim of this communications plan is to ensure that the Trust's five-year vision and strategy that together we will improve care and transform lives, is effectively communicated to all stakeholders throughout the lifespan of the strategy.

2. Communications Objectives

- To increase awareness of the Trust's strategic vision and strategic priorities
- To engage, involve and gain support and buy-in from internal and external stakeholders during this five-year journey
- To position the Trust as a place where people choose to work because they feel supported and valued, where we have a commitment to community first, and where we create an environment which fosters innovation and continuous improvement.

3. Key Messages

Phase 1 – Engagement & Development – November 2023 to December 2024

- The Southern Trust is developing a new five-year vision and strategy for the organisation.
- We welcome the participation of staff, service users, carers, partners and all stakeholders in this collaborative journey.
- You can get involved and contribute to this process.

Phase 2 – Soft launch: April 2025 and Phase 3 – Official launch: June 2025

- The Southern Trust has a clear five-year strategic vision and strategy
- Our People are our greatest asset and at the heart of everything we do
- We all play a vital role in this journey and recognise that we are stronger when we work together
- We are all committed to enhancing care through continuous learning and developing
- We will continue to provide safe, high-quality, patient-centred care as standard practice
- We recognise that the community plays a huge role in developing services to meet patient needs and improve health and wellbeing
- We are committed to improving services at every stage of an individual's life journey from early childhood to end-of-life support

Phase 4 – Year 1 annual implementation plan: 2025/2026 (To be tabled at Trust Board May 2025)

4. Target Audiences

- Southern Trust staff – Speciality, Directorate, Profession, Locality, Senior Leadership Network, Strategy and Transformation Committee, Senior Leadership Team, Trust Board
- Community of Leaders
- Trade Union organisations
- Care Experience Hubs

- Start Well, Live Well, Age Well working groups
- Patients, service users and potential patients
- Carers
- Elected representatives
- Local Councils
- Other statutory partners
- General public
- Regulatory bodies

- Media
- Independent Sector Partners
- Community & Voluntary Partners
- Primary Care/GPs
- NIAS
- Wider HSC organisations
- Education sector - schools and universities

5. Communications Action Plan

The communications action plan is a working document to support the implementation of the strategy.

It will be updated as the project evolves and new opportunities to communicate progress emerge.

The implementation of the strategy will allow the communications team to prioritise and align all corporate communications activity to the strategic themes.

This is a working document which will be reviewed weekly at the corporate communications content planning meetings and monthly at full communications team meetings.

Communication Timeline

Communications Phases	Timeline	Duration
PHASE 1 - Engagement & Development	November 2023 to December 2024	13 months
PHASE 2 – Soft launch - April 2025 – June 2025	April 2025	3 months
PHASE 3 – Formal launch - June 2025	June 2025	1 month
PHASE 4 - Year 1 annual implementation plan	2025 –2026	1 year
PHASE 5 - Year 2 annual implementation plan	2026 –2027	1 year
PHASE 6 - Year 3 annual implementation plan	2027 –2028	1 year
PHASE 7 - Year 4 annual implementation plan	2028 –2029	1 year
PHASE 8 - Year 5 annual implementation plan	2029 –2030	1 year

PHASE 1 – Engagement & Development – November 2023 to December 2024 – Complete

PHASE 2 – Key stakeholders soft launch – to take place during soft launch period April – June 2025

Stakeholder Group	Method of Communication	Action	Date / Frequency of Communication
Trust staff	<ul style="list-style-type: none"> • Online Briefings • Website • Social media • Southern I • Chat with the Chief • Desktop • Sharepoint 	<p>Vision and Strategy document launched by CX and shared across all channels with announcement that formal launch will take place in June.</p> <p>Introduce new branding across internal channels</p> <p>Record video / images of CX</p>	Following April Trust Board
Trust Board	<ul style="list-style-type: none"> • Meetings • Workshops 	Approval sought	April
Senior Leadership Team	<ul style="list-style-type: none"> • Meetings 	Cascade Vision and Strategy document & key messages through their directorate lines and at team briefings	Following April Trust Board
Community of Leaders	<ul style="list-style-type: none"> • Meetings • Online Briefings 	Document shared via email with notification of formal launch in June	During soft launch period
Care Experience Hub	<ul style="list-style-type: none"> • Email 	Document shared via email with notification of formal launch in June	During soft launch period
Network of Senior Leaders	<ul style="list-style-type: none"> • Email / cascade 	Document shared via Directors	During soft launch period
DOH (including Minister and Perm Sec) / SPPG / PHA	<ul style="list-style-type: none"> • Meetings / Formal Briefings 	Send a copy of document with offer to meet and notification of formal launch in June	During soft launch period

Patient Client Council	<ul style="list-style-type: none"> Email 	Document shared via email with notification of formal launch in June	During soft launch period
Elected Representatives	<ul style="list-style-type: none"> Formal Briefings 	Document shared ahead of elected reps meeting with Chair and CX on 4 April.	4 th April 2025
Trade Unions	<ul style="list-style-type: none"> Email 	Document shared via email with notification of formal launch in June	During soft launch period
Community & Voluntary Sector	<ul style="list-style-type: none"> Email 	Document shared via email/ link with notification of formal launch in June	During soft launch period
Community Planning Partnerships	<ul style="list-style-type: none"> Email 	Document shared via email /link to website, with invitation to formal launch in June	During soft launch period
Local councils CXs	<ul style="list-style-type: none"> Email 	Hard copy document shared with councils with notification of formal launch in June	Following April Trust Board
DHH Future Group	<ul style="list-style-type: none"> Email 	Document shared via email /link to website, with invitation to attend the formal launch in June. Meeting scheduled with Chair and CX	14 April
Patients & Service Users	<ul style="list-style-type: none"> Website Social Media Media 	Document shared via external media channels	Following April Trust Board
Wider Public	<ul style="list-style-type: none"> Website Social Media Media 	Document shared via external media channels	Following April Trust Board
Care Experience Hub	<ul style="list-style-type: none"> Email 	Document shared via email /link to website, with invitation to formal launch in June	Following April Trust Board
Primary Care / GPs	<ul style="list-style-type: none"> Email 	Shared via GP Joint Forum and via LMC via email / link	Following April Trust Board
Area Integrated Partnership Board (AIPB)	<ul style="list-style-type: none"> Email 	Document shared via email /link	Following April Trust Board
Media	<ul style="list-style-type: none"> Press Release / Email 	Document shared via short press release / photo caption	Following April Trust Board

PHASE 3 – Key stakeholders formal launch - June 2025			
Stakeholder Group	Method of Communication	Action	Date / Frequency of Communication
Trust staff	<ul style="list-style-type: none"> Online Briefings Website Social media Southern I Chat with the Chief Desktop Sharepoint In person / event 	Representatives attend five launch events (tree planting) aligned to each strategic priority Press release, photographs, videos and link to document shared across all channels Reinforce new branding with merchandise	June
Trust Board / SLT	<ul style="list-style-type: none"> In person / event 	Representatives attend five launch events (tree planting) aligned to each strategic priority	June
Community of Leaders	<ul style="list-style-type: none"> In person / event Meeting 	Representatives attend five launch events (tree planting) aligned to each strategic priority Engagement meeting to be held	June
Care Experience Hub	<ul style="list-style-type: none"> In person / event Meeting 	Representatives attend five launch events (tree planting) aligned to each strategic priority Engagement meeting to be held	June
DOH (including Minister and Perm Sec) / SPPG / PHA	<ul style="list-style-type: none"> In person / event 	Representatives attend five launch events (tree planting) aligned to each strategic priority	June
Patient Client Council	<ul style="list-style-type: none"> In person / event 	Representatives attend five launch events (tree planting) aligned to each strategic priority	June

Elected Representatives	<ul style="list-style-type: none"> Formal Briefings 	Share launch communications via dedicated elected rep following launch events and discuss at elected reps meeting with Chair and CX on 27 June.	June
Trade Unions	<ul style="list-style-type: none"> In person / event Meetings 	Representatives attend five launch events (tree planting) aligned to each strategic priority Engagement meeting to be held	June
Community & Voluntary Sector	<ul style="list-style-type: none"> In person / event 	Representatives attend five launch events (tree planting) aligned to each strategic priority	June
Local councils CXs	<ul style="list-style-type: none"> In person / event 	Invite Chief Executive to attend launch events (tree planting) aligned to each strategic priority	June
Patients & Service Users	<ul style="list-style-type: none"> In person / event Meetings Website Social Media Media 	Representatives attend five launch events (tree planting) aligned to each strategic priority	June
Wider Public	<ul style="list-style-type: none"> Website Social Media Media 	Share launch communications and document	June
Care Experience Hub	<ul style="list-style-type: none"> In person / event 	Representatives attend five launch events (tree planting) aligned to each strategic priority	June
Primary Care / GPs	<ul style="list-style-type: none"> In person / event 	Representatives attend five launch events (tree planting) aligned to each strategic priority Share launch communications and document	June
Area Integrated Partnership Board (AIPB)	<ul style="list-style-type: none"> In person / event 	Representatives attend five launch events (tree planting) aligned to each strategic priority Share launch communications and document	June
Media	<ul style="list-style-type: none"> Press Release / Email 	Share launch communications and document link	June

Phase 4 - Year 1 annual implementation plan (2025 –2026)

All corporate communications activity will be aligned with strategic priorities:

- **Collaborative Working,**
- **A Learning Organisation,**
- **Safety, Quality, and Experience,**
- **Community First,**
- **Whole Life Approach.**

This will ensure continuous updates on progress whilst reinforcing our shared vision.

This will be achieved utilising all our communications channels to maintain momentum and to build a sense of pride within our workforce.

Key messages and actions will be identified via directorate implementation plans and targeted to appropriate stakeholders.

Stakeholder Group	Method of Communication	Action	Date / Frequency of Communication
Trust staff / Trust Board / SLT	To include:- <ul style="list-style-type: none"> • Infographics, Case studies, photos, videos, press releases, Sharepoint, Southern-I, Chat with the Chief, Global emails, Team Briefings, Desktop messaging, Infographics, Digital Screens, Staff App, Website updates, Social 	Bringing Directorate action plans / strategy to life through all communication activities (storytelling) for duration of strategy. Reinforce the brand via merchandise and digital options – for example email signature, MS teams background.	Weekly

media updates, Elected
reps briefings, Chair's
Business, Chief
Executive report,
Speeches, Events.



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SAMPLE VIRTUAL BACKGROUND

VISION & STRATEGY 2030

Communications plan to be further developed for other Stakeholders following Formal Launch, but will include:

- Communications channels above
- Meetings
- Site visits

Stakeholders will include:

- DOH (including Minister and Perm Sec) / SPPG / PHA / PCC
- Elected Representatives
- Trade Unions
- Community & Voluntary Sector
- Local councils CXs
- Patients & Service Users
- Wider Public
- Primary Care / GPs
- Area Integrated Partnership Board (AIPB)

Media	<ul style="list-style-type: none">• Press Releases• Photographs• Briefings• Interviews• 'Seeing is believing' visits
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