



COMMUNICATION PLAN

With the leadership of the Communications Committee, the NOR-MAN Regional Health Authority is developing and implementing strategic communications initiatives to support its Mission and Values. The Authority is committed to providing honest, timely and straightforward communications, demonstrating the value of mutual respect and integrity to all stakeholders.

Mechanisms will be in place to ensure the provision of succinct organizational information to both internal and external audiences. Internal audiences are comprised of facility, community and medical staff, union representatives, Board members, District Health Council members, Auxiliaries, Foundations and volunteers. External audiences include Manitoba Health, other Regional Health Authorities, elected representatives, special interest groups, professional associations, service providers, the media and general public.

Key Messages

Communications must be focused on clarifying organizational direction and the quality and effectiveness of services. Key messages will include, but not be limited to:

- Messages on new and interesting developments regarding health and health service delivery;
- Messages that help the audience determine the direction of health service delivery;
- Messages on areas where significant changes in expenditures are being made;
- Messages on new, reduced or expanded activity;
- Information on areas of controversy or conflict;
- Messages on topics of human interest related to health and delivery of service;
- Messages of confidence of patients, staff and public that quality health service delivery will continue, even if format and location change;
- Messages to staff that demonstrate concern for fairness and equity of treatment within the organization;
- Messages that demonstrate our commitment to quality;
- Messages that recognize staff and volunteer input and contributions to regional success.

Internal Newsletter

The NOR-MAN Regional Health Authority's newsletter the "Pulse" has been in production since 1998 and is distributed to all community and facility staff and Board members. The original intent of the newsletter was to advise our staff of pertinent and timely operational information. The overall consensus of the staff was that since they received pertinent information via internal memos, the newsletter should be more staff orientated. The newsletter, under the direction of the Communications Committee, was revamped in October 1999 with staff making a substantial contribution to this publication, thus providing their peers with information that is of mutual interest. A minimum of 10 issues of the "Pulse" will be produced each year.

External Communications

Of equal importance is the need to provide timely regional and provincial information to the residents of our Region. This has been achieved in part through the regular submissions to our local media.

Visual Identity

The NOR-MAN Regional Health Authority believes it is important to promote consistent awareness and recognition of the Authority. Letterhead, business cards and advertisements have been standardized and mobile public information has been developed and will continue to be developed during the course of 2008 with a new Visual identity Policy currently being drafted for approval.

Recruitment/Promotional Material

Promotional material has been developed for potential recruits and recruitment fairs in conjunction with Human Resources. Links with communities and economic development organizations have been established in order to complement organizational information.

Web-Site

To address the growing demand for electronic access to information, the NOR-MAN Regional Health Authority has developed a web-site which provides an overview of the organization, outline of services and news releases. Considerable upgrading and maintenance of the web-site was completed in 2005 and continues to be upgraded on a regular basis.

Internal Web-Site

Internal information ie. policies/procedures, newsletters, job postings etc. will be developed in conjunction with the Information Technology department to enable staff electronic access to information. IT has developed software and construction of this "Intra-net" is currently underway.

Responsiveness

The NOR-MAN Regional Health Authority must be responsive to the needs of its stakeholders. Coordination for all communications will be provided by the Executive Director of Communications/Public Relations through the CEO's office. While the production of communications materials will be an ongoing process, it will be crucial that information be maintained in a current state at all times.

Media Plan

The NOR-MAN Regional Health Authority recognizes the importance of consistent two-way communications between the media and the RHA. The Authority wants to promote a positive relationship with the media and believes in the proactive dissemination of information regarding issues, events, new initiatives or changes in policy that may impact on the delivery of health care services or the administration of the region.

While the residents of the NOR-MAN Region are our primary target audience, the Authority recognizes there is a need for inter-regional communications. The Authority will continue to work to further strengthen contacts, which have been established with regional media outlets.

The Authority/Board of Directors believes in the importance of speaking with one voice. While the Board Chairperson and/or the Chief Executive Officer are designated spokespersons for the Authority, staff may be asked from time to time to address operational issues for which they are responsible. Normally, the Board Chairperson addresses issues relating to Board policy, while the Chief Executive Officer addresses questions of an administrative nature.

Complaints Handling System

In an effort to improve communications we must willingly receive feedback on all services and programs we deliver from individuals who receive the services. Stakeholders must have a mechanism to provide this feedback and receive assistance when they have concerns about services provided. A coordinated concern handling process must be visible and readily accessible to the stakeholders in our region. A Compliments/Complaints toll free telephone number is publicized in the our tab insert in the MTS Telephone Directory and throughout our organization.

The Executive Director of Communications took over the responsibility of Complaint Management in February 2007 and receives all complaints and facilitates satisfactory resolution of complaints by gathering accurate information relating to the complaint and referring the consumer concern to the most appropriate senior manager for investigation and resolution. The Executive Director of Communications in conjunction with the CEO, assesses information and coordinates appropriate responses.