



# HEALTH AND WELLBEING COMMUNICATIONS GUIDE

How to effectively communicate your health and wellbeing strategy

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# WELCOME

Without staff who are well and at work, the NHS couldn't deliver quality and effective care to patients.

We want to enable you to provide staff with an environment and opportunities that encourage them to lead healthy lives and make choices that support wellbeing.

This guide is for NHS health and wellbeing leads and sets out to help you deliver a successful health and wellbeing programme and its supporting interventions. Such a programme requires engagement, time, commitment and an effective communications plan to help you promote all the different elements within your programme.

With insights and ideas, guidance and tips, tools and resources, the guide takes you through the communications and planning processes that will help you plan your overall health and wellbeing strategy and help you raise awareness of your local health and wellbeing interventions.



## KEY TERMS

We appreciate that terminology differs widely across the NHS, so for the purpose of this guide, we will use the following wording to describe the various elements of your health and wellbeing programme of work:

**Strategy** – your overall plan for health and wellbeing in your organisation.

**Campaign** – a mid-to-long-term project specific to one specific area, eg smoking cessation/weight management.

**Intervention** – a short-term project lasting no more than a few days, eg roadshow/open day.



# PLANNING YOUR COMMUNICATIONS

For your health and wellbeing strategy to be a success, it's essential that you follow some key communications steps.

## COMMUNICATIONS STAGES TEN KEY STEPS

- 1 Meet with key stakeholders and communications colleagues to discuss your plans and seek their advice, support, ideas and expertise.
- 2 Develop your key messages and brand. Share them with all colleagues involved.
- 3 Identify your target audience and decide on the channels that will be most effective to reach them.
- 4 Allocate resources and budget.
- 5 Plan your events and activities. If you're using social media, draw up a strategy.
- 6 Identify potential media opportunities.
- 7 Decide how you will launch your campaign or intervention.
- 8 Monitor the campaign regularly to help you produce an accurate evaluation report.
- 9 Produce an overall evaluation, identifying what worked well and what could be improved.
- 10 Start planning the next phase, repeating steps 1-10.

When you meet with key stakeholders, it's useful to have already drafted a plan to help discussions. The communications stages will help you to shape your plan by identifying areas you should try to cover.

### EXAMPLE PLAN

<b>OBJECTIVE</b>	To promote smoking cessation to nursing staff and reduce the number of smokers by 5% by April 2017.
<b>KEY MESSAGE(S)</b>	Smoking is bad for your health, benefits of quitting, ways you can stop and how the trust can help staff.
<b>TARGET AUDIENCE(S)</b>	Nurses across the trust.
<b>ACTIVITIES</b>	Create a video of a senior member of nursing staff talking about the benefits of quitting smoking.
<b>TIMINGS</b>	Throughout September in line with the upcoming Stoptober campaign.
<b>COMMUNICATION CHANNELS</b>	Intranet to host the video; Posters in staff rooms and in smoking shelters; line managers to talk directly to their team.
<b>EVALUATION</b>	Pre and post campaign surveys using SurveyMonkey and face-to-face feedback.

# EVALUATION



**Evaluating is important so that you know what works, what doesn't work and why.**

Build evaluation into your planning from the beginning and have regular target checks so that you can adjust your activity accordingly if things aren't working.

## THINGS TO THINK ABOUT

Evaluation should align with your aims and objectives. When thinking about evaluation, here are some things to consider:

-  What is the health and wellbeing campaign or intervention aiming to achieve? What does success look like?
-  What activities are involved in delivering your programme? Are you running a course of fitness classes or smoking cessations? Make sure you look at all of these individually so you know what works best for your audience.
-  Whose behaviour is the programme intended to change? Who will you need to engage with to collect intelligence to inform your evaluation?
-  What time period do you need to measure impact over?
-  Identify performance measures you will use for each activity. You will use these to assess performance against programme objectives, such as:
  - the number/type of activities carried out
  - the impact on audience awareness, understanding and intention
  - the numbers engaged in or exposed to the intervention
  - action taken or changed behaviour as a result of being involved in the intervention
  - review performance measures to see if you have, or are able to gather, benchmarking data.

## Tools for evaluating

**Measure attendance at events** – what proportion of staff did you reach?

**Digital statistics** – how many people read the article on the intranet? Find out who collates intranet web data to find out what statistics are available. It's a good idea to find out a baseline of data – what was traffic like before the intervention compared to after?

**Social media statistics** – have you had an increase in followers? How many people used your hashtag, or signed up to your Facebook event? Twitter Analytics, Facebook and Bitly are all useful ways to gather this data.

**Survey** – carry out surveys before, during and after. They can either be done online (using Survey Monkey) or face to face – it often helps to add an incentive for people to complete surveys.

**Media monitoring services** – keep track of media coverage using Google Alerts.

## How to use your evaluation

Your evaluation should form the backbone of all future campaigns and interventions. Effectively analysing your results allows you to assess whether or not the project was a success and whether something should be repeated to feed back to your board/senior management.

## Presenting your results

- Give background/context to your figures.
- Use percentages or fractions to help people digest results. For example, if nine people took part in a cookery class and seven people said it helped them to eat more healthily, it would have more effect to show it as a percentage – 77 per cent – than as a number – seven individuals.
- Images or graphs help to highlight your evaluation and make it easier to read.

🔗 See our infographics on our website for more ideas on how to present information.



Camden and Islington NHS Foundation Trust started its campaign by analysing data. The trust had found that staff engagement and attendance scores were very low, and used analysis of existing data to form the organisation's strategy. Ongoing evaluations allow the trust to track its progress to measure the success of this new strategy.

🔗 [Visit Camden and Islington NHS Foundation Trust's website for more information.](#)

# WORKING WITH YOUR COMMUNICATIONS TEAM



It is important to involve your communications colleagues at the outset so that they can factor your plans within the overall organisation-wide communications strategy.

Communications colleagues will be able to advise you on matters such as:

- creating a brand identity
- best channels to use
- media opportunities
- messaging including style and tone
- when will be the best time to launch your activities for maximum impact.

## QUESTIONS YOU MAY WANT TO ASK YOUR COMMUNICATIONS TEAM:

- ? Is there a monthly or annual communications plan so you can check that your messages won't conflict with any organisation-wide campaigns?
- ? Does your organisation have any plans for upcoming national awareness days/weeks/months that would be good to link your campaign to, for example, National Walking Month, National Obesity Week?
- ? What channels are available for you to communicate with staff? Does the communications team have copy deadlines for these channels?
- ? What other resources are available to you? Do you have an onsite photographer or designer for example?
- ? Are there any restrictions on style, font and branding that you need to be aware of?
- ? Are there any guidelines regarding use of social media?

# COMMUNICATING DIFFERENT TYPES OF ACTIVITIES

The type of activity you're planning will impact on the way it needs to be communicated. Below are some examples of different approaches.

## Interventions

*For example, putting on a roadshow or a week of servicing bikes.*

A one-off event will require a burst of communication over a short period of time to promote it. Using regular channels is essential, but also consider producing posters and flyers as these are an effective way of promoting this type of activity. Use bright colours and images to bring your event to life and sell it to your audience. Remember to follow the brand style.



Nottingham University Hospitals NHS Foundation Trust ran a series of wellbeing Saturdays to encourage staff to think more about their health and wellbeing. Staff could have health checks for free and over 1,230 staff took part.

[For more information visit Nottingham University Hospitals NHS Trust's website.](#)

## Campaigns

*For example, running a six-week cookery class or a series of yoga or zumba classes.*

Posters, flyers, desktop backgrounds or email banners are good ways to generate interest in your classes before they start. Refresh your messaging to maintain interest throughout the programme and use other forms of communication as your activity progresses. Feedback you get during the course can help make improvements as it's happening. Ask for quotes, these could then be used to promote future activities.

## Regular interventions

*For example, cycle to work scheme or a gym membership/discount.*

You will need an ongoing plan to promote these activities. Ensure your messaging is refreshed and kept up to date. Think about using short, sharp messaging, for example, on screen savers for a month at a time. Personal stories can also make a difference. If you have a member of staff who is happy to share their experience, you could do a news piece on the intranet or other internal communications channel.



Cambridge University Hospitals NHS Foundation Trust aimed to improve staff health and wellbeing by promoting and encouraging staff to sign up to a healthy lifestyle and weight management programme. The programme is a joint initiative between the health and wellbeing team in the trust and KasTech Ltd, a company that develops health and weight management software.

[Visit Cambridge University Hospitals NHS Foundation Trust's website for more information.](#)



# BEHAVIOUR CHANGE

Health and wellbeing programmes often aim to encourage healthy behaviours in staff and to change unhealthy habits.

This simple, memorable framework, developed by the Behavioural Insights Team, called EAST (Easy, Attractive, Social and Timely) can help you plan and implement your communications plan, to make sure it has the maximum impact.

## EASY

When planning your campaign/intervention, make it as easy as possible for your staff to get involved by:

- minimising hassle
- keeping your messages simple.

## ATTRACTIVE

Making something attractive is about both drawing attention to it, and making the action more appealing:

- highlight benefits of an action
- use rewards to attract people to take part.

## SOCIAL

We are social beings and are heavily influenced by what those around us do and say. When we tell someone else we are going to do something, we are much more likely to see it through. Make your campaign social:

- show that most people perform the desired behaviour
- use the power of networks
- encourage people to make a commitment to others.

## TIMELY

We are much more likely to respond to something if it comes at a convenient time and are more likely to change our habits during times of transition:

- prompt people when they are likely to be most receptive
- consider the immediate costs and benefits
- tie into wider national events like National Walking Month or link your campaign/intervention with changing seasons.

# DEVELOPING A HEALTH AND WELLBEING BRAND



Developing a brand identity for your health and wellbeing programme will help create cohesion and reinforce messaging across your activities. An identity makes all the individual interventions recognisable under one health and wellbeing banner. Having a brand identity to follow also makes it easier when creating materials for a new campaign/intervention.

☑ There are free tools and resources available to create a logo and colour scheme, however, seek advice from your communications team first to ensure you are in line with any corporate branding guidelines.



Link in with national brands, such as Public Health England's (PHE) One You campaign. If staff see activities under the same logo at home and at work, it's likely that the message will be reinforced.

## Creating a brand

- **A brand is more than just a name and logo.**  
Think about its purpose. What qualities, values and experiences do you want it to reflect?
- **Write your brand definition.**  
What is your strategy going to achieve? How will it benefit the trust?
- **Develop your name, logo, tag line and colour scheme.**  
Remember to consult your organisation's brand guidelines.
- **Once your brand is established don't forget to evaluate it.**  
Is it effective, consistent and do people recognise it? This ties into the evaluation process.



The Walton Centre NHS Foundation Trust recognised the value of brand when developing their increasingly popular health and wellbeing strategy, Work Well the Walton Way. A unified health and wellbeing strategy was created by:

- listening to staff and providing regular, timely feedback
- branding all health and wellbeing initiatives the same
- establishing health and wellbeing champions across the trust
- monitoring key figures and outcomes
- working closely with staff-side reps to engage and support staff.

☑ [Read the full case study on our website.](#)



# CHOOSING YOUR CHANNELS

When starting a new campaign or intervention, you will need to think about which communications channels to use. The key consideration is what will be the most effective way to reach your target audience.

Using existing channels will save you time and effort, but may not always be appropriate or may need something in addition. So you may need to have a mix of existing and new channels, depending on available resources.

It's also important to have one place where all the information is held. This could be on an intranet or internet site.



The University of Sheffield created a separate internet site that brought together all information on wellbeing, including access to occupational health and talking therapies.

[Read more about the University of Sheffield's case study on our website.](#)

## Things to think about when choosing your communication channels

- **How many staff are you targeting with the intervention?** Where are they based – at one or many sites?
- **Does your target audience work remotely?** Can they regularly check emails or access the intranet?
- **Would posters or payslip leaflets be a good way of reaching your audience?**
- **Would sending a letter be a better way of communicating?** Could you ask the chief executive or medical director to write to all staff?
- **What is your organisation's policy on the use of social media?** Could you use Twitter, YouTube, Pinterest or Facebook to communicate with them?
- **How can staff communicate with you?** Could you set up an inbox for enquiries?
- **Can you use line managers to communicate key messages, for example, give them a briefing to use at team meetings?**



One of the best ways to communicate with staff is face to face. Use line managers and staff-side reps to reach those people who may otherwise be difficult to pin down and go to clinical areas to talk to people. You can then go back in six months and update people on how your strategy has moved on.

## Channels to consider



Images are engaging, so invest in good pictures. Always remember to present your messaging in a positive way and use a call to action, such as 'download', 'read', 'take part' or 'watch'.



The University of Sheffield focused on providing a range of physical activities for different people, from the super active to sedentary worker. They also targeted their activities to specific departments. They ran individual classes for each faculty and targeted their communication directly.

[Visit our website for more information.](#)

## Using social media

When considering which social media platforms to use, understanding your audience is key. Is your organisation's social media account focused on staff or patients? Will you need to create a new account? Are there any restrictions regarding the use of social media?

Here we've outlined the positives for the most popular social media platforms:

### Facebook

- Facebook allows you to add detailed posts, as there are no character or word limits, making this a good place to post when you have a lot of information.
- Facebook is also an ideal platform for creating event pages and allows you to get an idea of attendees.
- However, it can be tempting to post too frequently on Facebook, so don't post more than three times a day or you could be seen as spamming.

### Twitter

- Twitter allows you to join in and start conversations with a wide range of people and using hashtags allows you to group conversations together.

- Tapping into national campaigns like Dry January or National Obesity Awareness Week will increase your social media visibility. Tap into national campaigns by searching for the hashtag or view a list in our rolling [📅](#) online calendar.

### YouTube

- YouTube is a key platform for hosting and sharing video content.
- Think about how you can bring your campaigns to life through short films that relay your key messages.

### Instagram

- Instagram is an image and video sharing platform primarily accessed via mobile devices.
- Health bloggers and fitness experts are increasingly moving over to this channel.
- It allows your audience to get a visually impactful message about what you're up to.
- Think about how to make your posts eye-catching and use relevant hashtags in the description to link your images and short videos together.
- This is really one to get creative with.



Northumberland Tyne and Wear NHS Foundation Trust uses a trust-wide social media platform called Chatterbox. The team use this to communicate key events, stories and information, allowing people to comment and engage.



It's important to remember that no matter which social media platform you choose, anything you publish will be in the public domain. Be mindful of your posts, comments and photos to make sure they're appropriate.



## THINGS TO THINK ABOUT WHEN USING SOCIAL MEDIA

- Make sure you are familiar with your organisation's social media policy.
- Write appropriately for the channel you are using – scan Twitter or Facebook for examples, to get a feel for language and tone.
- Remember social media is a two-way communication channel – reply, mention and follow others to build an engaged online community.
- Use a short hashtag that is relevant and memorable.
- Using images, graphics, videos and GIFS (a graphic image on a web page that moves) will help your content go further.
- Include links back to your website – use free link shortening tools such as owly or bitly to make links more manageable.
- Tag publications/organisations you mention in your posts.
- Draw up a social media calendar of activity before you begin.
- Follow accounts that are interesting to you or your organisation.



🔗 See our guide to running social media campaigns in the NHS to help you get the most from social media in your campaigns.

# ENGAGING YOUR AUDIENCE WITH EFFECTIVE MESSAGING



**Clear, simple, honest messaging works. It is important that your strategy is respected, and people are most likely to respect information that is well presented, easy to understand and is without any spelling or grammatical errors.**

Using simple language and keeping your sentences short and punchy will help people in your organisation to digest information easily. Avoid jargon where possible and always remember that you're writing for your reader, not for yourself. So, get creative, be original and think about ways in which your messages can stand out from the crowd.

## Use facts, figures and statistics

Think about how you can incorporate figures and statistics into your messaging, as they are an effective way of getting the reader's attention. It is beneficial to use localised data to make your messages relevant to your audience. Modifying your communications can engage those who are hard to reach in any particular group.

Find out what local data is available to you to make your messages more interesting to your audience. For example, you could use the exact amount of stairs in your organisation and how many calories they would burn walking up rather than getting the lift.

## TEN KEY STATS/FIGURES/FACTS

- 1 We should be active every day. Over a week, activity should add up to around 2½ hours of moderate intensity activity, you could do 30 minutes, 5 days a week.
- 2 1/3 of adults participate in 30 minutes of moderate physical activity once a week.
- 3 Alcohol is the third biggest lifestyle risk factor after smoking and obesity and costs the NHS in excess of £3.5bn per year.
- 4 Alcohol contributes 10 per cent to the burden of death and disease in England.
- 5 The NHS pays approximately £2.7bn a year for treating diseases caused by smoking.
- 6 On average, cigarette smokers die ten years younger than non-smokers.
- 7 If smokers quit before the age of 30, they can avoid almost all of the risk of lung cancer attributable to smoking.
- 8 Obesity represents the greatest threat to health worldwide
- 9 Of the 1.2 million staff in the NHS, it is likely that around 300,000 would be classified as obese and a further 400,000 as overweight.
- 10 The NHS spends between £5 billion and £9 billion a year treating obese patients and related complications such as Type 2 diabetes.

## Personal stories

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Collecting quotes and testimonials to use on materials is a good way of allowing your audience to see how interventions have impacted on other people. It is often the personal stories that help people to understand the benefits of a programme.

## Leadership

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Engaging your board and asking them to help promote your new initiatives can have a significant impact. Leadership is really key to embedding a culture in an organisation and communicating a message. You could use board meetings, or key briefings as an opportunity to advertise your wellbeing strategy.

## Case studies and quotes

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Finding people in your organisation to be the face of your campaign/intervention and tell their story is a great way to engage your audience. Do you have any good news stories? For example, have any of your staff benefited from your campaigns? Would they be happy to share their story? You could put together a series of case studies and publish them in your main communication

channels (newsletters, intranet), share them on social media and use them for media/PR opportunities.

## Blogs

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If you have someone in your team (or multiple people) who feels confident writing a blog, then it's a great way to keep people informed of how your campaign/interventions are going – what's working well, what might be next? You could ask staff members who have taken part in any health and wellbeing campaign/interventions to write about their experiences at different intervals.

## Podcasts and videos

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A podcast is a digital audio file that is made available to its audience on the internet. It is a good way of showcasing real stories and can be recorded using specialist equipment or a standard smartphone or tablet.

Creating a video can be a great way of getting your key messages across to your audience. Videos can be cost effective and easy to produce using smart phones and tablets, or for a more professional finish, you could employ the services of an AV company.

When choosing to do a podcast or video:

- Take a step back and look at what you are trying to achieve – is this the right format to present your story?
- Are you able to get more than one person involved? It's nice to have a variety of people with different views.
- Are you able to create atmosphere? Make sure you're being creative.
- Make sure you have a goal for what you produce. Can it go on your website, will you share on social media – how will people know about it?
- Do research to make sure staff can access podcasts and videos – speak to your IT/communications colleagues to see if it is a popular form of communication.



**Audioboom can be used to create free short audio clips for use on social media. [Visit Audioboom's website for more information.](#)**

## Generating positive coverage: working with the local media

If your campaign/intervention is suited to an external audience, you could link up with local newspapers or radio stations to share what your organisation is doing. This could be to share best practice with neighbouring trusts or share positive results with the wider community. You can get the media's interest by:

- sharing case studies (remember to get permission and a high quality image from the person involved)
- sending high quality pictures of events with interesting details (for example, the amount of money raised or the amount of calories burnt)
- sharing details of what you're doing for a key event – such as walking for National Heart Month.



Remember to seek advice from your communications team before approaching any media outlets directly.

## TARGETING YOUR RELEASE TO THE MEDIA

Evaluation should align with your aims and objectives. When thinking about evaluation, here are some things to consider:

- ❓ Does the publication have a specific events section?
- ❓ Do the journalists appear to like running stories with certain kinds of case studies or news angles?
- ❓ When is their deadline?
- ❓ Are you trying to achieve a big article or something small in their news section?

## DRAFTING A PRESS RELEASE

A press release to local media can be a good way to raise the profile of your campaign. It is advised that you seek advice from your communications team to assess whether there are any potential media opportunities – and always consult with them first before you begin to draft the copy.

Once you have the green light to progress with a press release, you should think about the things you like to read, watch and listen to in the media – would the information you're about to write interest anybody outside of your organisation?

### Format

Put your press release in the body of an email, or as a Word document attachment. Send your email in the morning, to give daily publications time to write your story.



Imagine you're walking out the door, you see your neighbour and have to sum up your story/information in a five second conversation. That should be the opening line for your press release.

**To:**

**Subject:**

**SEND**

**The headline is clear, direct and captures your key point**

**Opening paragraph** – Get as many of the five Ws (who, what, where, when, why) here as possible.

**Second paragraph** – Include any other crucial facts, including any of the five Ws that didn't fit into the opening paragraph. By the end of the second paragraph journalists should understand your story and why it's important or relevant to their audience.

**Quotes** – Use quotes to add insight and opinion to your press release. Include a quote from your appropriate spokesperson, of a seniority to suit the story.

**More information** – Further paragraphs are usually needed. Use this section to be clear about what your organisation wants, for example public involvement, further review, a change in policy etc.

**Notes to editors** – This section should be a summary of your organisation, strategy aims and objectives and any other information that could help journalists to investigate your story in more depth.

**Contact details** – Include email addresses and phone numbers of one, or ideally two, press officers who are easily contactable.

## Photographs

Send images with your email. Make sure your photographs are print quality, that everybody in the photo is aware the picture is being taken and the image supports your press release. Genuine action shots usually appeal more to journalists than posed ones, as long as they aren't cluttered or obscure. Remember to add photo captions.

Send images as separate file attachments, make sure they are high resolution, do not paste them into your word document as this reduces the quality of the image. Avoid sending attachments (of reports, for example) to journalists unless they request them.



## THINGS TO THINK ABOUT WHEN ENGAGING WITH THE MEDIA

- Your target audience isn't the journalists – it's their readers/viewers.
- The ideal length of a press release is one A4 side.
- Journalists dislike hyperbole, so make your points convincingly and concisely without exaggeration.
- Include facts and figures if you can. For example, the amount of money raised for charity or the results of a health and wellbeing campaign.
- Have a goal for your press release beyond just getting attention, for example to argue a viewpoint, attract attendees, etc.
- Be aware of the wider circumstances, for example any conflicting stories that might make it difficult for you to achieve press coverage unless you change the date of your event/release.
- Remember to proofread and get your colleague to proofread the content afterwards. A single mistake can dissuade a reporter from taking you seriously.

# TOOLS AND RESOURCES



We have created a range of information, tools and resources to help organisations develop and improve health and wellbeing within their organisation. We've gathered together these resources in one place on our website to form a resource library.

Below are links to some key resources.

[🔗](#) Please visit our website for the complete library.

## Case studies

Read our case studies to find out what campaigns and interventions other NHS organisations have implemented and what their outcomes were.



## Infographics

Our infographics contain key facts and figures about health and wellbeing. Use them in their entirety as a tool to support your campaign, or use the stats within them to reinforce your own communications.



## Podcasts

Listen to our range of podcasts and learn what other NHS organisations are doing to improve staff health and wellbeing.



## Toolkits

Our toolkits have been developed to help you implement health and wellbeing in your organisation. Access our toolkits for guidance, support and ideas.



## Promotional artwork and resources

We have produced a range of materials that you can use within your organisation to promote emotional wellbeing and sickness absence. These include:



**Screensavers and desktop backgrounds** – remind staff to track their emotional wellbeing and monitor their sickness absence.

**Merchandise artwork** – use our pre-designed artwork to create pens and mugs to give to your staff as a handy reminder to take care of their emotional wellbeing.

**Email banner** – use on staff signatures to remind people to track their emotional wellbeing

**A4 poster** – promote the emotional wellbeing toolkit to non-desk-based staff by printing off and displaying our A4 poster. Add your own logo and details so staff know who to contact for advice and support.

## Other resources

- ✦ **MailChimp** – create and send newsletters
- ✦ **YouTube** – create a video channel
- ✦ **WordPress** – access blog templates, create a blog
- ✦ **Pixabay** – download free images and videos
- ✦ **Hootsuite** – social media platform – schedule updates and analyse reach
- ✦ **iPiccy** – photo editing
- ✦ **SurveyMonkey** – create electronic surveys
- ✦ **Piktochart** – infographic creator

## SOURCES FOR KEY FACTS

- ✦ Department of Health
- ✦ NHS Digital
- ✦ NHS Employers
- ✦ NHS England
- ✦ NICE
- ✦ Public Health England
- ✦ The King's Fund

## Examples of a basic communications plan

Objective	Activity	Audience	Channel	Frequency and period of time	Date	Evaluation measure
Increase the number of nurses involved in physical activity at the trust by 3% by December 2017.	Yoga class	Nurses	Newsletters and posters	Weekly over three months	Throughout August	Number of attendees at classes
To promote smoking cessation to nursing staff and reduce the number of smokers by 5% by April 2017.	Promote smoking cessation	All staff	Emails	Monthly over six months	Every Monday	Quarterly staff survey on the number of staff who smoke

[Download a copy of this example plan here.](#)

# FINAL WORD

As we have seen, there are many ways to communicate and the factors that lead to you deciding which routes to take will depend on:

- budget
- resources
- time
- audience.

Identifying your audience will help you tailor your activity, construct effective and relevant messaging and choose appropriate communications channels. Along with your communications channels, you'll want to think about your brand – simple, attractive, motivating, and importantly, recognisable.

When you're up and running, it is important to know how successful your campaign or intervention is. You don't have to wait until it's all over before making any tweaks or changes to improve your initiative. Measure, evaluate and adjust.

Finally, remember that ultimately your activity is about encouraging behaviour change – and the EAST tips are key to success.

We hope you find this guide useful. We are here to support you, so please contact us if you need any help or have any questions:

 [healthandwellbeing@nhsemployers.org](mailto:healthandwellbeing@nhsemployers.org)

You can also find us at:

 [www.nhsemployers.org](http://www.nhsemployers.org)

 [@NHSE\\_wellbeing](https://twitter.com/NHSE_wellbeing)

 [NHS Employers](#)

 [NHS Employers, 2 Brewery Wharf, Kendell Street, Leeds LS10 1JR](#)

