

**COMMUNICATION TECHNIQUES**

➤ **Literature**

Brochures/leaflets/flyers. These would be placed in focal positions e.g. area housing and neighbourhood offices, information sites, council offices, libraries, and canteens, work rest areas.

➤ **Publications**

The council's residents newspaper 'Newslines' distributed to 82,000 households six times a year will develop a key area for WHQS news highlighting initiatives and success stories. Business/voluntary sectors would be encouraged to include appropriate content in their publications

➤ **Employee Communications**

Provide regular information content to all sectors. Team briefings and bespoke printed material for those not office based.

➤ **Intranet and Internet**

Development of website imbedded in Caerphilly County Borough Council site containing all information relating to the programme. This would be structured to allow ease of updating information on a regular basis.

Intranet would replicate the Internet with additional areas for employee information.

➤ **Exhibition Panels**

The marketing and promotion of the programme will require exhibition stands together with smaller pops up panels for ease of mobility and use in small locations.

➤ **Launch Event/Regular Event**

It is advised to set the tone of the programme a twice yearly event is developed where both stakeholders and interested parties such as Assembly colleagues can attend and be briefed on the programme and success elements

The audience would be in excess of one hundred people and would act as a showcase for professional excellence as well as be a progress-informing tool.

➤ **Media Activity**

Local coverage of the aforementioned items/events and case studies published or reported.

Establishing regular and meaningful relations with media representatives who will help publicise positive actions, arising from the strategic plans of WHQS e.g. weekly columns in local press.

➤ **Evaluation**

All of the techniques above will be evaluated every quarter.