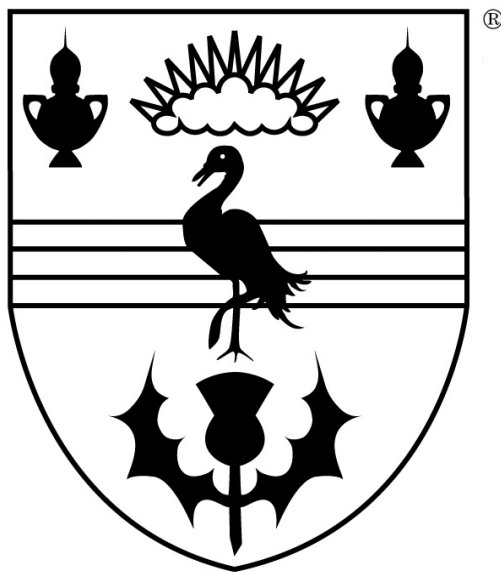


The Royal Environmental Health Institute of Scotland



COMMUNICATIONS STRATEGY

The Royal Environmental Health Institute of Scotland is a registered Scottish Charity, No SC009406

Version 1 – 1 Sept 2024

Version History

Version	Date	Summary of Changes	Approved By
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COMMUNICATIONS STRATEGY

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1. INTRODUCTION

The Royal Environmental Health Institute of Scotland (the Institute) is a registered Scottish charity (number SC009406), is governed by a Royal Charter and exists to promote Environmental Health for public benefit throughout Scotland and to maintain through education, training and qualifications high standards of professional practice and conduct of Environmental Health Officers in Scotland. Environmental Health Officers (EHOs) are public health professionals, are educated on accredited degree courses and are professionally trained and qualified to a standard set by the Institute. The Institute has been in existence for over 145 years and has around 1,000 members, the majority of whom are Environmental Health Officers working in that capacity within Scotland's local authorities.

The key aim of the Institute is to contribute to improving and protecting the health and wellbeing of Scotland's people through education, training and qualifications in Environmental Health.

The Institute is committed to improving the quality of communication with the public, the media, its partners and its members.

This Communications Strategy will play a key role in meeting this objective by ensuring that the organisation's activities are communicated in a timely, open, reliable and responsible manner to the public health community in Scotland including members and stakeholders.

2. CORE VALUES AND VISION

REHIS is established to promote the advancement of Environmental Health for the benefit of all sectors of the community. Environmental Health embraces all aspects of public health, hygiene and safety in all or any of their branches.

In particular the Institute aims to promote:

- improvements to the environment which can have a positive impact on public health or safety
- safe and healthy housing
- an environment which is safe and prevents harm to human health
- good standards of occupational health, safety and hygiene
- food and water which is safe, wholesome and accurately described
- sustainability, locally, nationally and internationally
- effective education and training to ensure environmental health standards are maintained and improved
- the resolution of public health and environmental health inequalities
- equitable, practical and consistent regulation and enforcement
- high standards of professional training and conduct amongst Environmental Health Officers and others engaged in maintaining and promoting environmental health.

3. THE COMMUNICATIONS STRATEGY

This Communications Strategy has been developed to improve the quality of information that is conveyed to members. It also identifies how we will improve links with external stakeholders, including partner organisations, government bodies, media and the wider public health community.

The Communications Strategy includes details on current practice and future developments in the following key areas:

- our communication aims
- our communications principles
- stakeholders
- external communication.

4. OUR COMMUNICATION AIMS

The Communications Strategy has been prepared in line with the following four aims:

- to increase understanding among members and stakeholders of our purpose and the services we provide, and therefore to improve satisfaction with these services
- to ensure members and stakeholders are aware of our plans for the future development of the Institute
- through improved consultation and involvement, we will listen to the views of members and stakeholders so we can continue to develop the services we provide
- to develop and maintain a positive profile of the Institute and the protection and improvement of public health.

5. OUR COMMUNICATION PRINCIPLES

Communication will be undertaken through a variety of channels, but should always be in accordance with the following key principles:

- communication will be honest, open and accurate
- communication will be accessible, and when necessary made available in alternative formats
- communication will be consistent, relevant and timely
- communication methods will be monitored and reviewed regularly
- communication will be cost effective and look and make effective use of technology as appropriate.

6. STAKEHOLDERS

The Institute will be responsible for developing effective communication links with members and other key stakeholders. The target audience will vary dependent on the particular piece of information being communicated.

Stakeholders include:

- members
- members of the Council
- partner organisations
- REHIS Approved Training Centres and Registered Course Presenters public health partners
- government
- local authorities
- media
- accredited universities, and
- the general public.

7. EXTERNAL COMMUNICATIONS

A variety of methods will be used to meet the objectives of the Communications Strategy, including:

Media relations

To enable media enquiries to be dealt with effectively, the Chief Executive will be first point of contact in response to media enquiries and will be responsible for the final approval and distribution of all media releases together with the President, Senior Vice-President and Junior Vice-President as appropriate.

Press releases

The Institute will produce press releases for distribution to national media, specialist publications and also targeted press releases for distribution to local media as appropriate.

Statements and interviews

Statements are mostly reactive and should be issued through the Chairman of the EHPC or designated Council member (including but not limited to the Chief Executive). Said party will also represent the Institute in media contact and interviews.

Member communications

Journal

The Journal will be published four times per year in electronic format (e-Book and pdf) only.

General

Ad hoc communications will continue to be circulated to members as appropriate with an emphasis on electronic communication.

E-communication

Website

The Institute website will continue to be developed. The site will be regularly reviewed and updated, providing information to members and stakeholders. The Institute will

continue to encourage members to use the website and contribute to its development and growth. It will include breaking news, details of all events organised by the Institute and key partners.

E-newsletter

The Institute will continue to produce a monthly e-newsletter for members and stakeholders which will be available on the website.

Social Media

The Institute will maintain and regularly use and promote its Twitter account in line with the guidance approved by the Management Committee in January 2019.

Events

Annual Environmental Health Forum

The Institute will hold an annual Forum at a time agreed by the Council.

Seminars and updates

Throughout the year the Institute will organise seminars and updates on general and specialist subjects. The Northern and Southern Centres will also provide a programme of 'local' events primarily for members. The Institute will look for opportunities with other organisations to provide training/updates on the full public health agenda.

The Institute will present annual update events for its Approved Training Centres and Registered Course Presenters.

Photographs

The Institute will develop a library of photographs that can be used for publicity and promotional purposes. [NOTE: High resolution images of between 6,000 and 9,000 KB are required for the Journal while lower resolution images of between 500 and 250 KB can be used in electronic publications for the website and e-Newsletter].

All photographs and other images used by the Institute must meet the requirements of current copyright legislation.

8. BRANDING

Consistent use of the Institute logo will help members and stakeholders to recognise the organisation. Its success depends on:

- key messages being consistent and having a high profile
- all material, from the website to publications, should be easily recognisable as having been produced by the Institute.

The Institute's logo should be used to reflect the Institute's identity and use by any third party **MUST** be approved by the Chief Executive.

9. FACTORS CRITICAL TO OUR SUCCESS

Good communication is the responsibility of everyone identified within the Communications Strategy – including members, Institute staff, stakeholders and elected representatives.

The following factors are critical if the Institute is to present a professional approach:

- all communications must be delivered in a timely and consistent manner
- all communications must be adequately resourced and given appropriate priority
- the Chief Executive must be involved at the earliest opportunity of any promotional activities to ensure they are planned and resourced appropriately.

10. WHAT THIS STRATEGY MEANS FOR MEMBERS AND STAKEHOLDERS

The Institute aims to communicate in the best way possible.

Effective communication will ensure members and stakeholders are aware of the Institute policy and developments and contribute to the wider improvement of the public health agenda. It will also assist in the development of relationships with stakeholders.

11. THE REMIT OF THE ENVIRONMENTAL HEALTH PROMOTION COMMITTEE

- Matters regarding environmental health of a technical nature, with the exception of education, training and professional practice.
- Responses to consultation and other similar exercises from Government Departments and other organisations with the exception of those regarding education, training and professional practice.
- Matters regarding the establishment and organisation of Technical Working Groups with the exception of the appointment of Council representatives to these Groups.
- All Institute publications with the exception of documents concerning the AGM and Community Training/Scheme of the Professional Practice documents.
- Promotional campaigns, except for the promotion of membership of the Institute.

12. REVIEW

A regular review of the Communications Strategy will be undertaken by the Environmental Health Promotion Committee.