

# Communication Plan

Activities under this Plan will be developed in response to the different communication needs of each stage of the Napier Connects Project. Each communication activity will identify:

- Who the intended audience is
- What Media form will be used
- The key messages to be delivered
- The desired result
- Who will be responsible
- The time frame to complete each action
- Outcome of each communication activity.

## Background of the Napier Connects Project

Napier Connects is a project that provides an umbrella for community-led activities and projects that aim to encourage older people to become more engaged with their community; while addressing the social isolation that some of them experience.

A steering group was set up after Minister Jo Goodhew asked the Ministry of Social Development and the Department of Internal Affairs to work together to look at ways to reduce social isolation of older people through volunteering.

Current steering group members are:

- Napier Age Concern
- Grey Power
- Volunteering Hawke’s Bay
- Te Kupenga Hauora-Ahuriri
- Napier RSA
- Napier City Council
- Ministry of Social Development
- Senior Services
- Department of Internal Affairs

## Key Communication Messages and Goals

Napier Connects aims to encourage older people who are either socially isolated or at risk of becoming so, to become more engaged with their community by getting

involved in a wide range of activities to enhance their social connectedness and participation. The project will achieve this goal by:

- Promoting the benefits to older people, their families and the wider community of staying active in a wide range of activities
- Promoting the valuable contribution older people make in their community, neighbourhoods and families
- Working with the community to identify what existing services and supports can be enhanced
- Working with the community to identify new initiatives that support the goal
- Raising awareness about the positive impact that social connectedness has on older people’s health and wellbeing
- Raising awareness about the benefits of volunteering and the range of activities that this includes
- Developing a framework/model that can be adapted by other communities to improve the social connectedness and participation of older people.



# Communication Activities and Outcomes

Name of Activity	Audience to receive the communication	Media to be used	Key messages delivered	Desired result	Who will be responsible for doing communication?	Time frame for actions	Outcome
<b>Activities tracker</b>	Steering Group members to use and circulate to key stakeholders	Electronic spreadsheet	Capturing and reporting on progress of activities and projects under the Napier Connects umbrella	Central point of storage for Napier Connect activities  To assist in final report and to identify increased connectedness of older people in Napier	<b>VW to update all Steering Group to provide information</b>	Ongoing with monthly updates	April updates completed



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<b>Community newspaper promotion</b>	General public	Napier Mail newspaper	<p>Provide a high level profile of the Napier Connect Project</p> <p>Promotion of 2 activities that have been undertaken under Napier Connect</p> <p>Promote CAB/VHB &amp; NCC website</p>	Public promotion of Napier Connect project	<p><b>RR:</b> Meet with Napier Mail about best way of promoting Napier Connect and cost of editorial</p> <p><b>VW:</b> Provide MSD Super Gold Card information</p> <p><b>NC:</b> Provide 2 good news stories and photos</p>	<p>Feb 2013</p> <p>Feb 2013</p> <p>When requested by Napier Mail</p>	<p>Meeting completed. Waiting on Editor to decide how Napier Mail will promote this project</p> <p><i>No response from Napier Mail as of April 22 2013</i></p>





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<b>Elderly Service Provider survey and invitation to participate</b>	Service agencies working with older people	Email	Provide a high level profile of the Napier Connect Project Invite people to participate in survey being undertaken by CIP Opportunity to: attract new members and/or volunteers promote services delivered collaborate with others	Response from service agencies to: Participate in survey Become involved in Napier Connects activities	<b>SP</b> Contact point to gather EOI from groups to be involved <b>LL / SP</b> Meetings and survey	Feb 2013  SP gave list to Lois March 2013	58 Napier service providers emailed invite. 7 responded LL has contacted and talked to all. <i>Refer Activity Tracker</i>
<b>Follow up meeting of World Café participants</b>	World Café participants	Email /letter	Invitation to engage in meetings / discussions to further identify ways to connect older people	Response from participants to be involved in further meetings Agreement to start one activity	<b>SP</b> Host meetings and provide initial facilitation of meetings	March 2013 to hold meeting Dates to be planned for follow up activities	Meeting held 12/3/2013 <i>For activities Refer Activity Tracker</i>



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<b>Utilising VHB website</b>	World Café participants	Email /letter	Invitation to engage in meetings / discussions to further identify ways to connect older people	Response from participants to be involved in further meetings Agreement to start one activity	<b>SP</b> Host meetings and provide initial facilitation of meetings	March 2013 to hold meeting  Dates to be planned for follow up activities	Meeting held 12/3/2013  <i>For activities Refer Activity Tracker</i>
<b>Utilising VHB website</b>	General public and targeting volunteers	Volunteering HB website	Napier Connect Project Success stories Photos Information to reduce social isolation	Napier Connect page on VHB website is accessed by the public	<b>RN</b> <b>NC</b>	Draft page for Steering Group approval by 22 April 2013.	Tracking of number of hits on website page
<b>NZ Neighbourhood Days 23-24 March 2012 "KNOCK, KNOCK"</b>	NCC driven initiative targeting 2 streets in Marewa	Personal contact by Major Barbara Arnott & Minister Tremain			<b>NC</b>		

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<b>Promoting Napier Connect at the RETIREMENT LIVING RETIREMENT PLANNING EXPO 21 May 2013 at Napier War Memorial Centre</b>	Elderly members of the public who attend expo	Survey questionnaire with prize of lunch for 2 at RSA for filling it out	Promote: Napier Connects: CAB – use services VHB – volunteer to assist services	Napier Connect is known by the public who attend the expo	<b>SP</b>	Surveys completed 21 May 2013 Survey collated 31 May 2013	
<b>CAB to become involved in Napier Connect</b>	Jenny Pearce, Manager CAB	Face-to-face meeting and email	CAB invited to be on Napier Connect Steering Group  Opportunity to promote services of CAB to wider audience	CAB promoted with Napier Connect at wider community meetings and events	<b>SP JK</b>	CAB attended Steering Group meeting March 2013.	CAB has offered support and is a Steering Group member of Napier Connect

