

2016-2020

Mackay HHS Communications Strategy

Our Vision

Delivering Queensland's best rural and regional healthcare.

Our Communications Mission

To encourage meaningful dialogue with our consumers, community and staff so the right people make the best decision at the right time.

Objectives



Staff know what is going on, feel listened to and are engaged



Inspire confidence and pride in our healthcare services



Improved health literacy in our community



Sustainable, visible and positive media profile

Priority Activities

1. Raise the profile of Mackay HHS as a positive and innovative Hospital and Health Service
2. Improve engagement with our partners, consumers and our workforce
3. Develop and further improve communication tools
4. Encourage and promote consumer engagement and volunteering
5. Raise awareness of northern region and national developments
6. Build effective relationships with media
7. Provide communications support for major incidents and public health outbreaks
8. Improve health literacy of our community

Indicators of Success

Internal Measures of Success

- Annual staff Communications Need survey to determine effectiveness of existing communication channels and to source feedback and additional opportunities. Benchmark data will be sourced from the 2015 survey.
- Working for Queensland Employee Satisfaction Survey comments on communication will be assessed.
- Monitoring delivery of the priority activities outlined in the annual Communications Implementation Plan.
- Monitoring of feedback and comments received via social media (internal and external measure).
- Monitoring of the consistency of compliance the Mackay HHS branding, including but not limited to; brochures, factsheets, internal communications, Annual Report and promotional and marketing materials.

External Measures of Success

- Media coverage: Analysis of media stories including a breakdown of the number of positive, neutral and negative stories is one measure of media relations success. This data collection is new for 2016 so there is no 2015 benchmark data.
- Website use: Google analytics will be used monthly to measure and track use of the new Mackay HHS website. This data will be analysed to ensure the page is responsive to user needs.
- Twitter: The number of followers will be monitored.
- Facebook: The number of likes, follows, shares and reach will be recorded monthly.
- Attendance at public meetings and Consumer Advisory Partner meetings where the attitude of people can be gauging and feedback can be received.

