



**C O M M U N I C A T I O N  
A N D E N G A G E M E N T  
S T R A T E G Y**

2024 - 2028



# Introduction

The **NIPEC Communication and Engagement Strategy : Purpose-People-Plans**, is driven by the NIPEC Corporate Plan 2024-2028 and the NIPEC Quality Strategy 2024-2028 : Lead, Inspire and Improve.

Through effective communication and engagement, we will support the delivery of the four strategic priorities contained in the NIPEC Corporate Plan and the intent for continuous improvement outlined in the NIPEC Quality Strategy.

It is vital that we communicate and engage with our partners and stakeholders. We will develop **plans** to engage **people** with **purpose**. The overall aim of the NIPEC Communication and Engagement Strategy is to enable NIPEC to deliver on our strategic objectives as outlined in the NIPEC Corporate Plan and NIPEC Quality Strategy and reflect the importance of the NIPEC Involvement and Co-production Strategy.



# Communication and Engagement Support

The NIPEC Communication and Engagement function is responsible for external messaging on our digital channels, social media platforms and also supports effective communication and engagement with stakeholders on specific regional work.

NIPEC recognises the vital importance of internal communications and how we promote our priorities, key messages and initiatives such as wellbeing to our team.

We understand the importance of working to protect and enhance the trusted name of NIPEC through effective branding and providing good quality, accessible information in a timely and consistent manner.





# Our Audiences

NIPEC works with a diverse range of partners and stakeholders across health and social care, education, independent and voluntary sector. It is important that we target our messages at the right audience, so that we can communicate with the right people, at the right time and in the right way.



# Our communication services



## Websites

Our websites are used to promote the work of NIPEC, to inform and update partners and stakeholders and to provide resources for staff across health and social care, independent and voluntary sector and education



## Communications advice and support to projects

Providing strategic communications advice and support to regionally projects, including the launch of ANP Report and Senior Nursing and Midwifery Community of Practice



## Social Media

The social media channels currently used by NIPEC are Facebook and X/Twitter



## Branding and design

Branding guidelines for NIPEC have been developed. They will help maintain the quality, consistency and integrity of NIPEC's brand's image by providing guidance for using NIPEC branding in our visual communications



# Our communication principles

## RESOURCES

NIPEC will focus communication resources on targeted messaging to promote engagement with partners and stakeholders, using appropriate channels and recognising the budgetary constraints operating in HSCNI

## PRIORITIES

NIPEC communication activities will adapt and respond to changing priorities. We will gain input from our partners to inform our planning and focus of work and use evaluation and feedback to build the principles of quality improvement into its communications processes

## VALUES

The NIPEC Communication and Engagement Strategy will reflect the HSC values. We live out our values recognising the need to communicate/engage with public/and or people with user experience through our NIPEC Involvement and Co-production Strategy

## TIME

All NIPEC communication will aim to be timely

## VOICE

NIPEC communications will be written in a jargon free, accessible and reader friendly way

## GUIDANCE

NIPEC communications will adhere to Section 75, GDPR and any relevant HSCNI communication guidance



# Our Communication Objectives

The overall aim of the NIPEC Communication and Engagement Strategy is to enable NIPEC to deliver on its strategic objectives as outlined in the NIPEC Corporate Plan and NIPEC Quality Strategy and reflect the aims of the NIPEC Involvement and Co-production Strategy. To achieve this we will focus on the three objectives below:

## Objective 1 PURPOSE

Inform a greater understanding of the role of NIPEC and build the NIPEC brand across the region and nationally.

## Objective 2 PEOPLE

Create and enable opportunities to share NIPEC projects and highlight the principles of quality improvement, co-design and lived and user experience as outlined in the NIPEC Quality Strategy and the NIPEC Involvement and Co-production Strategy.

## Objective 3 PLAN

Integrate communications and engagement into the NIPEC planning processes to support the implementation of the NIPEC Corporate Plan and the NIPEC Quality Strategy.



# Our Key Messages

A series of key messages have been developed to support the achievement of the NIPEC communication and engagement objectives and these will be incorporated into specific communication plans as appropriate.



## Support regional priorities

NIPEC supports the development of work to implement regional priorities. We seek input from our partners and stakeholders to inform our planning and focus of work



## Partnership working

NIPEC strengthens partnerships to support the HSC system in providing safe, effective, person-centred care



## Involvement

NIPEC uses creative and innovative ways to engage with and involve service users, staff and carers, so that their lived experience can be embedded in our work. We communicate/engage with public/and or people with lived experience through our co-production strategy



## Improvement

NIPEC utilises an evidence-based approach for the pursuit of continual improvement in our work





# Objective 1



Inform a greater understanding of the role of NIPEC and build the NIPEC brand across the region and nationally.

- Highlight and share our work in the NIPEC Annual Report and other key publications and regional resources
- Identify opportunities for NIPEC to engage in relevant events across the region to network and showcase NIPEC work
- Seek out opportunities to share NIPEC learning and highlight NIPEC's work at regional events and/or national events such as the CNO Conference
- Develop the NIPEC Brand Guidelines and maximise branding opportunities
- Develop a Glossary of Key Terms to use in conjunction with the NIPEC Brand guidelines for the development of NIPEC assets
- Develop a NIPEC Photolibrary
- Develop an online NIPEC Induction Pack



# Objective 2



Create and enable opportunities to share NIPEC projects and highlight the principles of quality improvement, co-design and lived experience.

- Develop specific communication plans to support the delivery of key actions outlined in the NIPEC Corporate Plan
- Provide strategic communications advice to the regional projects
- Work to support NIPEC's partners and stakeholders being kept up to date on the programme of work and also the NIPEC team by horizon scanning
- Establish and maintain communications' contacts with Trusts, education providers and other key partners and stakeholders to facilitate the delivery of this Communication and Engagement Strategy
- Engage with key partners and stakeholders to share NIPEC content with staff through a variety of channels
- Establish a process to evaluate NIPEC events and make evidence-based improvements
- Implement an evaluation process through a NIPEC Partner Survey to inform improvements in working together



# Objective 3

Integrate communications and engagement into the NIPEC planning processes to support the implementation of the NIPEC Corporate Plan and NIPEC Quality Strategy.

- Develop a Communication Annual and Weekly Planner to highlight key dates and events to inform proactive messaging
- Enhance our online presence. Develop a web updating process and establish the Web and Media Group with Terms of Reference. Plan and implement improvements to the websites based on evidence and emerging practice
- Create and share engaging and accessible content on the NIPEC websites and social media channels to enhance our engagement
- Provide communications and engagement metrics to the NIPEC dashboard and use this evidence to make improvements
- Report and celebrate key milestones achieved with the NIPEC Team. Including supporting engagement for NIPEC's staff health and wellbeing initiatives
- Organise an annual Communication Workshop for the NIPEC Team to review the year and plan for the year ahead
- A NIPEC Communication and Engagement Report to be presented annually to the NIPEC Council



# How we measure success

We will review this strategy using data and feedback to make evidence-based improvements. Communication and engagement metrics will be included in the NIPEC Dashboard



- Regular monitoring and reporting of the Communication and Engagement Strategy using metrics for online and social channels and we will use this evidence to inform improvements
- Evaluations of relevant engagement events will be analysed to inform future communications activity. Tools such as MS forms will be used
- The NIPEC Partner Survey will inform communication and engagement activity evaluation. Partners will be asked to provide feedback on the progress/outcome of delivery of key messages via their own communications channels/engagement for joint projects
- Communication and Engagement Report produced to go annually to the NIPEC Council





*“The single biggest problem with communication is the illusion that it has taken place.”*

**George Bernard Shaw**



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**THANK  
YOU**

# CONTACT

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