



# Communicating an audit

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# Why communicate an audit?

# Why communicate an audit?

- Raise profile of audit
- Aid recruitment and compliance
- Encourage Trusts/PCTs to improve services
- Raise profile of health condition
- Increase resources for management

# Communications strategy

- Should fall out of the 'why'
- Identify:
  - Audiences
  - Key messages
  - Tools
  - Timescale
  - Evaluation

# National vs.local

- If results are national and anonymous, aim for national publicity
- If results are local, aim for both national and local publicity
- In the latter case, it is vital that stakeholders e.g. Trusts/PCTs are fully informed ahead of time, including comms teams

# What is news?

- Bad! (Although good news sometimes is news...)
- Something journalists haven't heard before
- Unusual
- Affecting large numbers of people
- What journalists define as 'sexy'

# The competition

- Medical editor of a national newspaper gets an average 100-150 emails each day
- Looks at around 1 in 5 in detail
- Looks for recognised names and trusted sources
- Then has to compete with the rest of the news – politics, business, economic, celebrity

# Some diseases are more equal than others

- ‘Sexy’ topics – heart disease, cancer, children
- Unpopular – IBD, falls, older people (unless some controversy involved)
- Heartrending case studies are always popular (but must fit the media profile - example)
- Celebrities?

# Implementation and timing

- Choose a date when key participants are available
- Try not to compete with other events
- Tuesdays, Wednesdays, Sunday for Mondays
- Midnight embargos are popular
- Press conference vs.press statement?

# Follow-up

- What happens now?
- Following up individual media outlets
- Use conferences, journal articles, Govt announcements, “piggyback” on other people’s stories
- If at first you don’t succeed..

...keep going!