

National Network of Parent Carer Forums

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Communications Strategy

The aim of this Strategy is to ensure the majority of local parent carer forums (PCF'S) understand how the National Network of Parent Carer Forums (NNPCF) Steering Group use our process and mediums to gather and share information. This information will be pertinent to the participation agenda and will inform and engage our members and wider stakeholders.

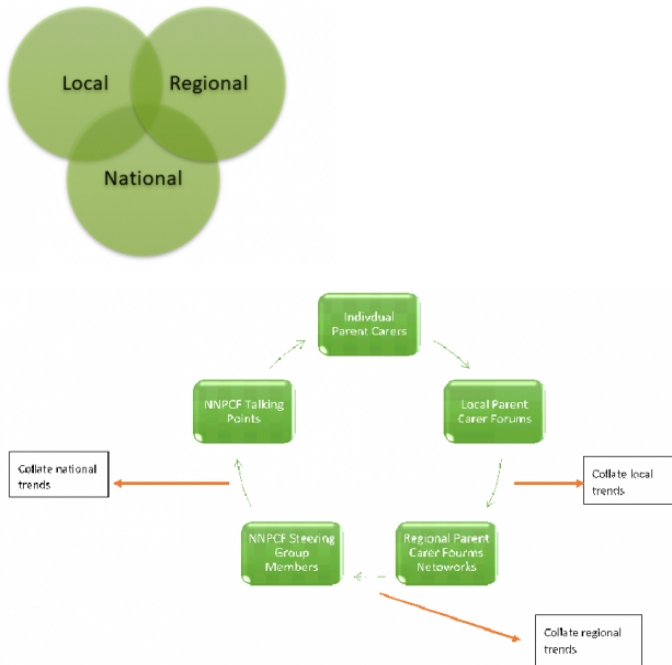
The communication strategy will reflect the Vision and Mission of the NNPCF (appendix A). This should provide a more transparent understanding of how information parent carer forums share within their local areas and region impacts on the regional/ national agenda to support parent carer forum participation.

The purpose of communications from the NNPCF is to demonstrate our Vision and Mission as well as to empower parent carer forums to participate within this.

We aim to deliver consistent messaging that embodies these core values of participation and coproduction. This should be representative of our member parent carer forums voice and reflective of the national trends demonstrated through their experiences. This will be enabled through the effective use of regional and national structures such as the regional parent carer forum networks and use of Steering Group members.

Process

Local Parent carer forums gather on the ground experience and share this at regional and national levels through NNPCF networks.



Mediums for Communications

As the NNPCF SG we currently work through different mediums such as;



As the NNPCF SG we get a range of information and to help us process this we should consider:

When (when do we have to have this actioned by)

Who (internal or external communications)

What (the purpose of information)

How (which medium do we use)

Once a decision has been made we can determine who is our target audience and the best medium for communication. We will use our policies and guidance documents to support our actions (appendix B)

Accountability

The NNPCF SG are responsible for the delivery of the Communications Strategy, they are also responsible for the strategy principles to accurately reflect the Vision and Mission of NNPCF. The NNPCF SG delegate elements of responsibility for the delivery of the Comms Strategy to nominated SG reps and employees of the NNPCF as outlined in our communications policy and guidance (see appendices). Should the NNPCF communications fail to fulfil this strategy the NNPCF SG are responsible for reviewing the efficacy of this strategy and accompanying policies, with a view to ensuring they are fit for purpose.



Communication Action Plan

Within this strategy sits an internal document called a **Communication Action Plan** which sets out what information and communications we want to share with the members and wider stakeholders, therefore this plan also reflects how, who, what and anticipated impact of this.

Appendices

Appendix A – Mission and Vision of the NNPCF

Appendix B – Communications Policy

Appendix C – Communications Action Plan (live internal document)

Appendix D – Website Guidance

Appendix E – Social Media Guidance

Appendix F – Internal Communications Guidance

Appendix G – National Representatives Comms Guidance

Appendix H – Use of Logos & Materials Guidance



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