



National Institute for  
Health Research

NIHR  
SSCR

# NIHR School for Social Care Research

## COMMUNICATIONS STRATEGY

2009–2014



Improving the evidence base for adult social care practice

The School for Social Care Research is a partnership between the London School of Economics and Political Science, King's College London and the Universities of Kent, Manchester and York, and is part of the National Institute for Health Research (NIHR)  
<http://www.nihr.ac.uk/>.

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## CONTENTS

	Page
1. Background	1
2. Introduction	2
3. Principles underpinning the communications strategy	3
4. Strategic priorities	4
5. Roles and responsibilities	5
6. Target audience	6
7. Communication activities	7
8. Intellectual property and freedom of information	12
9. Timescales	12
10. Resources	12
11. Evaluation and monitoring	13
12. Annexes	14



## 1. BACKGROUND

In June 2008, the National Institute for Health Research<sup>1</sup> (NIHR) announced its intention to establish the NIHR School for Social Care Research.<sup>2</sup> The setting of the new School within the NIHR is an acknowledgement of the central contribution made by social care to the nation's health and well-being. The NIHR School for Social Care Research (NIHR SSCR) existed in shadow form from September 2008 until April 2009 and was formally launched in May 2009.

The NIHR SSCR operates as a virtual body within the NIHR, bringing together the leading researchers and research groups in the social care field in England. It combines a group of *Executive Members*<sup>3</sup> – individuals heading teams or units working in social care research – with a network of *Extramural Senior Fellows* and *Fellows* – research collaborators, including specialists other areas of expertise relevant to social care.

The core aim of the new School is to carry out high-quality ('world class') research to produce new knowledge in order to inform the future development of adult social care practice in England.

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1. The National Institute for Health Research provides the framework through which the research staff and research infrastructure of the NHS in England is positioned, maintained and managed as a national research facility. The NIHR provides the NHS with the support and infrastructure it needs to conduct first-class research funded by the Government and its partners alongside high-quality patient care, education and training. Its aim is to support outstanding individuals (both leaders and collaborators), working in world class facilities (both NHS and university), conducting leading edge research focused on the needs of patients. <http://www.nihr.ac.uk/>.

2. The NIHR School for Social Care Research is a partnership between the London School of Economics and Political Science, King's College London and the Universities of Kent, Manchester and York, directed by Professor Martin Knapp (LSE), and is part of the National Institute for Health Research (NIHR). <http://www.lse.ac.uk/collections/nihrsscr>.

3. Executive Members are Professors Martin Knapp (Director; LSE), David Challis (Associate Director; Manchester), Caroline Glendinning (Associate Director; York), Jill Manthorpe (Associate Director; King's College London), Jim Mansell (Associate Director; Kent) and Ann Netten (Associate Director; Kent). Executive Members are supported by the School's Senior Scientific Administrator (Gill Hastings) and Finances and Communications Administrator (Anji Mehta).

## 2. INTRODUCTION

The NIHR SSCR has an important communications responsibility both in respect of its research programme and in relation to its various leadership roles.<sup>4</sup> The School must ensure that the findings of completed studies reach stakeholders in order to have the potential to impact on practice, and give stakeholders the opportunity to feed into the research process in order for the work programme to be relevant to them. An effective communications strategy – providing for ongoing two-way dialogue – is crucial.

This document sets out communications activities for the NIHR SSCR and is targeted at all those involved and interested in the School's communications activities. It is an evolving document, changing over time as the School develops. This document reflects current thinking and follows consultation with a range of individuals and organisations, including:

- members of the School's Advisory Board
- members of the School's User, Carer, Practitioner Reference Group (UCPRG)
- the NIHR Communications Team
- INVOLVE
- Making Research Count
- Research in Practice for Adults
- the Social Care Institute for Excellence, SCIE
- the communication sections of the LSE and other universities with NIHR SSCR members.

Further discussions are planned with these and with relevant others.

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4.. For example, one of the School's activities is to provide strategic leadership for the development of social care research.

### 3. PRINCIPLES UNDERPINNING THE COMMUNICATIONS STRATEGY

The objectives of the Strategy are to provide strategic direction for everyone involved in communications within the NIHR SSCR and to set out procedures for doing so. Standards and processes for evaluation of communications are also described. Communications will be in line with the policies and procedures of the NIHR.

The principles that underpin research activities within the NIHR SSCR include:

- meaningful engagement with users, carers and practitioners
- compliance with the highest ethical and research governance standards<sup>5</sup>
- pursuit of scientific excellence, proportionate to real-world relevance of the question
- commissioning of research that has real-world impact
- reliance on peer-review processes to ensure high standards and relevance
- visibility and accessibility of information on projects and their findings.

Communications within the School will be guided by these same principles.

5. Department of Health (2005) Research Governance Framework For Health and Social Care, Department of Health, London [http://www.dh.gov.uk/en/Researchanddevelopment/A-Z/Researchgovernance/DH\\_4002112](http://www.dh.gov.uk/en/Researchanddevelopment/A-Z/Researchgovernance/DH_4002112).

## 4. STRATEGIC PRIORITIES

The Communications Strategy aims to support the School's mission of developing the evidence base for adult social care practice in England by commissioning and conducting world-class research. It will do this by:

- reporting regularly on NIHR SSCR activities
- raising the visibility of social care research within NIHR and elsewhere
- raising the School's profile in the field of adult social care practice
- improving research awareness and contributing to ongoing efforts by others to build social care research capacity
- establishing effective contact with a range of relevant stakeholders
- engaging users, carers, practitioners, managers, providers, government organisations and relevant others in discussion of research needs, priorities, methods and findings
- working with key knowledge-transfer agencies in developing best practice in communications about social care research.

This Communications Strategy also aims to support the NIHR's aims of:

- raising the profile of NIHR with key stakeholders
- enhancing the national and international reputation of NIHR through supporting its capacity to influence policy and practice
- promoting the role of social care research to people using services and carers, to practitioners and the public, making sure the links between research and social wellbeing and the benefits of social care research are better understood
- explaining research structures and promoting understanding of governance, ethics and funding processes.

## 5. ROLES AND RESPONSIBILITIES

A number of personnel are involved in implementing, monitoring and evaluating the communications strategy. All Executive Members, Associates and Fellows of the School will play a part in promoting excellence in communications (see Annex 1).

The *NIHR SSCR Director*, supported by the Executive Group and by the Finances and Communications Administrator, will oversee communications (both internal and external) as well as ensuring that communications form a key component of all relevant activities. This involves:

- ensuring all project proposals incorporate knowledge transfer and dissemination within their planned activities, and that such proposals are feasible, cost-effective and beneficial to the NIHR SSCR
- reviewing regular reports of dissemination activities within the School (all funded projects and activities) and addressing any issues raised
- reviewing and finalisation of the Annual Report
- reporting on School communications activities to the Advisory Board
- ensuring consultation on communications with the UCPRG
- actively promoting the reputation of the School and the NIHR more generally
- building the School's presence
- fostering public, carer and practitioner participation and active involvement in the range of research studies and processes within the School.

*Executive Members* of the School are responsible for:

- ensuring that research projects incorporate knowledge transfer and dissemination within their planned activities (with the Director)
- the assessment of completed reports, dissemination and knowledge transfer
- monitoring and implementing aspects of communications specified within research project contracts.

The *Finances and Communications Administrator* (FCA) will support the Director in ensuring implementation and appropriate monitoring of communications. She is responsible for:

- communications within the School, including implementation of the communications strategy
- providing regular reports to the Director/Executive Group on implementation of the strategy, in line with performance indicators and highlighting any areas of concern
- providing information on emerging barriers to effective communication
- representing the School at NIHR Communications and relevant other meetings.

## Communications Strategy

The *School's Advisory Board* plays both ambassadorial and dissemination roles. Members can advise on partnerships with key stakeholders, and on the strategy more generally. The Board will consider the School's annual report which will include an account of communications activities.

The *User, Carer and Practitioner Reference Group* (UCPRG)'s role is to engage in NIHR SSCR activities, providing advice on research questions, methods, proposals, processes and outputs, and supporting the School's dissemination aims. User, carer and practitioner engagement will be an important component throughout the School's activities. Procedures are being put in place to allow the participation of people for whom standard methods of communication are challenging. Further information is set out in the Terms of Reference for the Group.<sup>6</sup>

## 6. TARGET AUDIENCE

It is important that messages about the School's activities reach all relevant audiences, while the School also develops and improves its research focus through wide-ranging consultation. The NIHR SSCR will aim to communicate effectively (through two-way dialogue) with a range of stakeholders, including but not limited to those outlined in Annex 1.

The School will work towards multiple, audience-specific forms of dissemination. All forms of communication will tailored to be accessible, and relevant to the specific target audience. Communication will be sensitive to social, economic, cultural, ethnic and other diversity.

The NIHR SSCR recognises that merely placing information online is not sufficient to ensure that it is accessed and utilised. The NIHR SSCR will endeavour to ensure that audiences are made aware of the material through a variety of channels. These channels will be developed as the School's activities are developed and will make use of new media where appropriate (for example working with SCIE to provide information about the NIHR SSCR through SCIE's Social Care TV channel, producing podcast videos of research activities and findings), in addition to more conventional research outputs.

6. See <http://www.lse.ac.uk/collections/NIHRSSCR/UCPRG.htm>

## 7. COMMUNICATION ACTIVITIES

Plans for communication activities are set out below. These plans will be reviewed and developed further through ongoing consultations.

### 7.1 Developing the NIHR SSCR presence

Being new, the School needs to establish its presence in the social and health care research arena, while also developing a good reputation. We will do this through a variety of methods outlined in this section.

In addition, as the School develops, its identity will be reflected through:

- attendance and presentation by Executive Members, Senior Fellows and Fellows at local, regional and national events as representatives of the School
- participation in cross-NIHR showcase events and key social care conferences
- regular coverage in national and specialist (provider, practitioner, sector and user/carer oriented) media
- research outputs (see next section).

#### NIHR communications

One function of the School is to develop the visibility of social care within the NIHR and health research more generally. The School will work closely with NIHR to help raise the profile of social care within its research and communications.

#### Identity and branding

A set of NIHR SSCR identity guidelines are being developed which will comply with NIHR Identity Guidelines. These will be available to all NIHR SSCR-funded teams to ensure outputs comply with the School's brand and style.

The School's brand will initially be reflected through a banner, information leaflet and the School website. The Finances and Communications Administrator is responsible for coordinating their production.

#### Website

A website has been developed ([www.lse.ac.uk/collections/nihrsscr](http://www.lse.ac.uk/collections/nihrsscr)) hosted at the LSE. In late 2009, the NIHR SSCR is expected to migrate into the NIHR Portal. The website will be central to the School's dissemination activities and will contain regular updates on, for example, activities, requests for proposals, funded research projects, research findings, and other relevant information. The FCA is responsible for ensuring the website is maintained and regularly updated, as well as for monitoring use of the website.

## Communications Strategy

### Information leaflet

An information leaflet<sup>7</sup> setting out the background, mission, objectives and activities of the School has been produced. The leaflet is available on the School's website, and printed copies are made available at key social care events, including at the NIHR's Regional Research Events.

### Information brochure

A draft brochure expanding on the NIHR SSCR leaflet is in progress. This will be made available on the School's website and distributed at key events.

### Ongoing meetings and consultations

The School is also developing its presence through ongoing consultations and attendance/presentations at key meetings.

### Acknowledgements

All journal articles and other forms of dissemination or outputs based on work commissioned by the NIHR SSCR will be required to acknowledge funding from the School and the NIHR using the following wording:

This report/article presents independent research commissioned/funded by the Department of Health's NIHR School for Social Care Research. The views expressed in this publication are those of the authors and not necessarily those of the NIHR School for Social Care Research or the Department of Health, NIHR or NHS.

The FCA is responsible for ensuring all NIHR SSCR-funded outputs correctly acknowledge funding from the School.

## 7.2 Regular reporting on NIHR SSCR activities

Information will be regularly produced about the School's activities, detailing new projects, new funding opportunities, as well as new research findings.

### Electronic newsletter

An information 'newsletter' will be produced regularly highlighting new calls for proposals, projects, findings, workshops and conferences, publications and so on. This newsletter will be circulated to an email-based mailing list by the FCA. Membership of the list will be open to all. The newsletter will also be made available on the School's website.

7. <http://www.lse.ac.uk/collections/nihrsscr/communications/SSCRleafletpdffinal.pdf>

The FCA will be responsible for coordinating production and subsequent circulation. The first such newsletter is currently expected to be published/available in November 2009.

### Annual Report

An Annual Report on the School's activities will be published following discussion by the Advisory Board and approval by the Director of NIHR. The report will be made publicly available as soon as possible thereafter.

### Reporting through social care knowledge transfer groups

Discussion with Research in Practice for Adults (<http://www.ripfa.org.uk/>) has provided the School with a regular slot in RiPfA's bimonthly "What's new?" mailing to all RiPfA partner agencies, including a number of local authorities; presentation opportunities at RiPfA's annual residential conference and Directors' Discussion Forums; and signposting of School outputs where relevant.

Making Research Count will provide the School with support in dissemination events as findings emerge from projects.

Links are being developed with the Social Care Institute for Excellence.

## 7.3 Raising the School's profile as a leading research unit in the field of social care practice

### Research outputs

Each individual/team commissioned to carry out a research study will be required to produce the following (minimum) research outputs:

- a short administrative report;
- one or more peer-reviewed paper(s) submitted to high quality journals (in pre-submission manuscript form) that communicate the main findings of the project;
- a short note reflecting on the methods used and any issues/lessons that arise (things that did and did not work); and
- a brief, accessible 'Findings' document to be placed on the School website, indicating key messages from the project.

These four outputs will together comprise the 'final report' of the project and will be peer-reviewed. Further details about these outputs will be outlined in individual research subcontracts. To ensure research findings remain current and relevant at the time of publication, the FCA is responsible for ensuring the quick turnaround of research outputs from project teams and the subsequent circulation of findings.

## Communications Strategy

In addition, NIHR SSCR project grantholders will be expected to publicise and communicate their research as widely as possible following receipt of signed contracts, for example, through project outlines, website summaries, publications and presentations. All research project proposals will need to factor in time and resources for such activities. All outputs will be available on the School website. Appropriate additional distribution channels for short summary pieces are being explored.

### Annual conference

An annual research conference on adult social care practice research will be hosted by the NIHR SSCR to bring together researchers, practitioners, professionals, people who use services and their carers and students in this field. Details of these events will be placed online and distributed widely.

### Contributions to social care dissemination outlets

The NIHR SSCR will ensure that regular items on the work of the School are featured in key social care dissemination outlets, such as Community Care magazine.

### Book series

The School is considering the possibility of producing occasional edited volumes on topics of central relevance, and will explore options with an established book publisher.

### Journals

The School may explore links with academic journals with a view to the publication of special issues, perhaps following on from the School's annual conference.

## 7.4 Improving research awareness and contributing to developing social care research capacity

### Improving research awareness

The School is developing links with key knowledge-transfer agencies (such as SCIE, Making Research Count and Research in Practice for Adults) to develop best practice in communications for social care research.

The School will work towards the development of potential new methods (including techniques from social marketing and viral media) for increasing the impact of research findings. The School is working to map currently available approaches and exploring how these could be best used. In addition, a project funded by LSE from its Higher Education Innovation Fund on communicating social care research is examining both audience receipt and utilisation of research, and best-practice for knowledge transfer, as well as developing potential new methods for increasing the impact of research findings. This project is led by the School's Director, working jointly with SCIE.<sup>8</sup> Information from this project will provide useful experience to feed into this evolving NIHR SSCR Communication Strategy.

## Communications Strategy

The School will aim to develop close working links with other organisations (such as Care Knowledge, and the Improvement and Development Agency for Local Government) to improve awareness about what research has been conducted, its uses by various stakeholders, and its strengths and weaknesses. Considerable efforts will be made to disseminate widely to practice, carer, service user, and policy audiences through such organisations.

### Open-access

The NIHR SSCR supports the Department of Health's open-access policy.<sup>9</sup>

All outputs will be available through the NIHR SSCR website, including where possible, journal papers (either the author's final Word-processed version or the final journal publication in line with the individual journal's policy). These outputs will also be placed on UKPubMedCentral and relevant social care repositories (for example, Social Care Online, Social Care Research Register) and relevant host-institutional research repositories.

In addition the NIHR SSCR notes the currently limited number of open-access journals within the social care field, and will work with NIHR to try to develop open-access policies with relevant journals where possible.

The NIHR SSCR is committed to archiving research data.

### Building social care capacity

In support of its principal aims to conduct and commission world class research, but not distracting from it, the NIHR SSCR will contribute to wider efforts to develop greater capacity, in terms of both the generation of research and its utilisation by decision-makers and practitioners. One method could be the organisation of occasional workshops on social care research methods, or on particular research topics, to help researchers to develop their skills and/or to build alliances with others. The School could work with the NIHR and SCIE, for example, and may also hold discussions with the NIHR Coordinating Centre for Research Capacity Development.

## 7.5 Engaging active partnership/participation

In order to become a hub for social care research in England, the School will explore building up a network of people involved in social care practice and research, while also investigating methods for opening up the field to those who have related interests and disciplinary backgrounds. The School will develop opportunities for two-way discussion of the research agenda, activities and communications, and will work with its User, Carer, and Practitioner Reference Group to facilitate this.

8. <http://www.lse.ac.uk/collections/PSSRU/researchAndProjects/KTSocialCare/HEIF4.htm>.  
Proposal <http://www2.lse.ac.uk/CRU/HEIF/PSSRU%20SCIE%20Spring%2009.pdf>.

9. See [http://www.nihr.ac.uk/research/Pages/Research\\_Open\\_Access\\_Policy\\_Statement.aspx](http://www.nihr.ac.uk/research/Pages/Research_Open_Access_Policy_Statement.aspx).

## 8. INTELLECTUAL PROPERTY AND FREEDOM OF INFORMATION

All Intellectual Property generated by NIHR SSCR research funding should be declared to the Executive Group, but remains the property of the institution where the work was carried out. Where a project with IP implications involves more than one team within the NIHR SSCR, a written agreement will be required in advance regarding the distribution of any potential intellectual property gained.

All Intellectual Property generated by non-research funding through the NIHR SSCR remains the property of the NIHR SSCR unless otherwise specified in individual contracts.

The NIHR SSCR will adhere to the Freedom of Information Act as applicable. Requests for information will be dealt with in line with LSE's Freedom of Information principles.<sup>10</sup>

The NIHR SSCR will adhere to the requirements of the Data Protection Act as applicable.

## 9. TIMESCALES

Annex 2 sets out the provisional work plan, activities, timescales and responsibilities.

## 10. RESOURCES

The School's Finances and Communications Administrator (50%) will oversee communications (both external and internal). The School's budget includes funds specifically for communications, consultation and dissemination.

The NIHR SSCR will also benefit from the resources available through host institutions.<sup>11</sup> The NIHR SSCR also benefits from other contacts and the experience of its Executive Group Members. Through their own research groups (PSSRU, SPRU, SCWRU, Tizard Centre) the Executive Members have a wealth of experience that is being utilised for the School's activities. In addition, they have access to mailing lists and contacts that are being used by the School to further its knowledge transfer activities.

The NIHR SSCR will continue to work with the NIHR Communications Team, and will thereby benefit from its expertise and experience.

10. See <http://www.lse.ac.uk/collections/FOI/>.

11. For example, at LSE this includes recording facilities (for podcasts and similar), video production (for short films about research findings), room hire for events, access to Press and Information Office services (press mailing list; production of press releases), website facilities and support, support from the LSE's dedicated research translators who work to produce accessible summaries from reports for lay audiences, and support provided by the LSE's Communication Division.

## 11. EVALUATION AND MONITORING

The communications strategy needs to be flexible in order to respond to changing external environments, it will be reviewed regularly by the Executive Group and discussed annually with the School's Advisory Board to identify areas where improvements could be made.

An impact assessment will be undertaken towards the end of Year 1, against the success criteria set out in Annex 2 and against broader performance indicators for the School as a whole. The structure of the impact assessment has yet to be decided. Further such impact assessments will be carried out annually.



## Communications Strategy

**Annex 1: Channels of communication for relevant audiences**

Audience	Possible communication channel <sup>12</sup>	Key messages
General public/people who use services and their carers and social care practitioners	Project outlines: covering the research area, key aims, the proposed benefits of research in this area to people who use services and their carers and the general public  Lay summaries of project findings (interim and final)  Features in e.g. 'Community Care' and other social care outlets  Regular newsletter	Activities being undertaken by the School  Messages from research for people who use services and their carers and the general public  Information about opportunities and avenues for raising issues and concerns with the School  Ongoing impacts or potential improvements to adult social care practice
Academics/new researchers, partner social care organisations  Also: partner NHS organisations, user-led organisations, voluntary and community sector bodies, private sector bodies, think tanks, relevant international bodies, the media	Reviews of methods  Possible podcast interviews with methodology experts  Journal papers and editorials  Research reports and summaries  Conference presentations and networking	Findings to inform the development of social care practice and research skills development  Expansion of the social care research disciplinary base  Broadening of the repertoire of theoretical and conceptual frameworks and research methods
Service providers, inspectors and regulators, social care practitioners	Reports and summaries of research	Inform service developments and commissioning  Expand research knowledge for basis of decision making and forming of expert judgments
Managerial and professional decision makers	Briefings and research reports	Inform developments of, inter alia, NICE/SCIE guidelines
Decision makers at national and local levels, councils with social services responsibilities, policy makers and government officials	Briefings and research reports	Contribute to policy decisions affecting social care practice
School for Social Care Research personnel	External messages:  Discussion forum  Accessible via usual forms of mailing  Available at key conferences and events  Online consultation  Internal messages:  Internal briefings/updates	User, carer, practitioner, etc inputs to NIHR SSCR activities  Opportunities to learn from others within the NIHR SSCR

12. The method of communication, while not necessarily exclusive to a particular audience, will be tailored to ensure key messages are relevant to audience types, but accessible to all.

## Communications Strategy

**Annex 2: School for Social Care Research communications workplan**

Activity	Deadline/timeframe	Responsibility	Success criteria
Identity/general PR			
Branding	Month 1–4	FCA	Effective and accessible branding for School in line with NHS identity guidance Recognisable as that of the School Prominent in NIHR publicity Banner for use at conferences
Information leaflet/ brochure	Ongoing availability	FCA	Increasing awareness of the School and its activities Number of hits on webpage Number distributed at conferences
Research communications			
Project outlines	Ongoing for each new project	Project leaders with FCA	Increasing awareness of the School and its activities
Lay summaries of project findings (interim)	Ongoing for each project commissioned by NIHR SSCR	Project leaders (contractual obligation) with FCA	Informing the development of social care practice Citations of NIHR SSCR-funded research outcomes Development of research skills and knowledge Number of hits and downloads
Lay summaries of project findings (final)	Ongoing for each project commissioned by NIHR SSCR	Project leaders (contractual obligation) with FCA	Informing the development of social care practice Citations of NIHR SSCR-funded research outcomes Development of research skills and knowledge Number of hits and downloads
Review of methods	Year 2	Executive Group	Downloads of online publication Development of social care research disciplinary base Citations Uptake of methods in social care research/practice Number of hits and downloads

## Communications Strategy

**Annex 2: School for Social Care Research communications workplan (continued)**

<b>Activity</b>	<b>Deadline/timeframe</b>	<b>Responsibility</b>	<b>Success criteria</b>
Research communications (continued)			
Possible podcast interviews with methods experts	Year 2		Downloads
Journal publications	Ongoing	Project teams	Number of publications in high-profile journals Citations of journal papers by others
Project methods summaries (note reflecting on the methods used and any issues/lessons arising)	Ongoing for each project	Project teams (contractual obligation)	Impact on methods in social care research observable by citations
Books series	In progress		
Internal communication			
Executive Group Meetings	Six meetings per annum	Director	
Advisory Group Meetings	Biannual	Director and DH	
Project site visits		Executive Group	
User, Carer, Practitioner Reference Group (UCPRG) meetings	Biannual (to be confirmed)	SSA	Attendance Feedback from meetings Greater user, carer, practitioner involvement in School activities
Programme meetings	Biannual (to be confirmed)	Executive Group	Attendance Feedback from meetings
Accessible shared facility for internal communications (e.g. Member's Only section on School website)	Set up in Month 1	FCA	

## Communications Strategy

**Annex 2: School for Social Care Research communications workplan (continued)**

<b>Activity</b>	<b>Deadline/timeframe</b>	<b>Responsibility</b>	<b>Success criteria</b>
Internal communications (continued)			
Administrative documentation	Months 2–5	FCA/SSA/Director	Online documents: Business plan Ethics Framework (SSA) Communications Strategy (FCA) Competitive tendering process, review, monitoring (SSA)  Downloads and hits
Media relations			
Press releases	Ongoing for key findings/activities		Number of items Feedback from press releases Prominence of NIHR SSCR – volume and nature of coverage
Features in e.g. 'Community Care' and other social care outlets	Ongoing		Numbers of items – volume and nature of coverage Feedback from features Increasing awareness of the NIHR SSCR and its activities
Building of relationships with media	Months 4 onwards	Executive Group	Links with media
Public affairs			
Briefings/recommendations	Ongoing	All members	Greater citation of research in decision making, education and practice levels  Evidence of translation of research findings into policy or practice.
Public consultations	Ongoing	Director and SSA	Number and attendance Outcomes and developments as a result of consultations Greater user, carer and practitioner involvement Tracking public discussions of NIHR SSCR

## Communications Strategy

**Annex 2: School for Social Care Research communications workplan (continued)**

Activity	Deadline/timeframe	Responsibility	Success criteria
Publicity materials			
Annual report	Years 1, 2, 3, 4 and 5		Downloads and requests for copies of the report
Events			
Annual conference on adult social care practice research	Years 1, 2, 3, 4 and 5		Attendance at conferences Participation of target audiences Follow-on outcomes (e.g. media coverage, journal special issues)
Website/electronic communication			
School website	Month 1 for LSE-hosted website; December 2009 for migration to NIHR portal	FCA	Hits and downloads
Information newsletter	Twice-monthly electronic mailing	FCA	Increasing awareness of the School and its activities Number of hits on webpage Number distributed at conferences