

Communications Policy

Responsible Officer:	Manager, PHRN Policy and Client Services
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Superseded Documents:	PHRN Communications Policy v1.0
Review:	To be reviewed in February 2013
Associated PHRN Documents	PHRN Communications Guidelines PHRN Publications Policy

Version	2.0
Authorisation	Authorised by Professor Brendon Kearney
Approval Date	3 February 2012
Effective Date	3 February 2012

1. Preamble

The Population Health Research Network (PHRN) consists of a number of organisations working together to develop national data linkage infrastructure to provide data users access to a rich and diverse set of health and related data collections for use in the planning, monitoring and research of health and health care services.

The complex nature of the PHRN's organisational structure and the large number of stakeholders renders the delivery of a one-size-fits-all communications strategy a considerable challenge. However, the PHRN recognises that effective and consistent communication with all stakeholders will be integral to the promotion and understanding of the role of the Network and its valuable contribution to data linkage and research and assist in ensuring the overall success of the PHRN.

The PHRN recognises there are a number of different audiences for information dissemination via the Communications Strategy including:

- policy makers and government departments;
- health and human services providers;
- data linkage researchers;
- media;
- consumer groups; and
- the general public.

In addition to providing information to external audiences, internal communications are an integral component of the PHRN Communications Strategy. Effective internal communications between the PHRN Program Office for Data Linkage and PHRN Project Participants will be essential to the development and maintenance of good working relationships and the generation of a better understanding of the PHRN's goals and objectives within the Network.

2. Purpose

This Policy will provide a framework for PHRN communications and is aimed at ensuring Project Participants provide a cohesive approach to the management and dissemination of information directly relating to the role and work of the Network.

3. Scope

It is expected that most PHRN Project Participants are already governed by communication policies and guidelines internal to their host organisations. However at all times when communication issues or matters are directly related to PHRN work, all Project Participants are expected to work within the PHRN Communications Policy and associated guidelines.

A comprehensive document known as the 'PHRN Communication Guidelines' accompanies this policy and contains greater detail on the application of communication rules and requirements by those associated with the PHRN.

All other organisations, institutions or government entities wishing to utilise PHRN material or the PHRN Corporate Identity may use this policy as a guide for their own communications.

For the purpose of this policy 'communications' includes:

- Activities/matters involved in the dissemination and distribution of information and/or materials – across all mediums including verbal, written and electronic - directly related to the PHRN and its policies, services and role;
- PHRN Corporate Identity – inclusive of logo and branding guidelines and use;
- Internal communications – activities/matters involved in the dissemination and distribution of information within and around the PHRN Project Participants;
- Community and general public liaison, communication and contact;
- Media liaison, communication and contact;
- Conversations and activities with key policy makers and government;
- Strategic communication advice and planning;
- Crisis and issue management;
- Media monitoring and analysis; and
- Ongoing monitoring and review of communication procedures and guidelines.

4. Policy Statement

- 4.1 The PHRN values the role of communications as a strategic tool in building and maintaining a professional corporate and community identity.
- 4.2 PHRN communications should actively encourage ongoing engagement and participation of all stakeholders in order to seek feedback on its activities and to respond to any needs identified.
- 4.3 PHRN information should be disseminated and distributed in a manner that is accurate, responsible and timely.
- 4.4 All PHRN publications, promotional and advertising material must acknowledge the financial and other support provided by the relevant organisations e.g. the Australian Government Department of Innovation, Industry, Science and Research.

Acknowledgement of the Australian Government Department of Innovation, Industry, Science and Research should be achieved either by the use of an approved NCRIS logo or by the following written statement:

'This project is supported by the Population Health Research Network which is a capability of the Australian Government National Collaborative Research Infrastructure Strategy and Education Investment Fund Super Science Initiative.'

- 4.5 All PHRN Project Participants in receipt of PHRN funding must acknowledge the PHRN in all publications, promotional and advertising material.
- 4.6 All use of the PHRN Corporate Identity must be in accordance with the style guidelines contained in the Communication Guidelines document accompanying this policy.
- 4.7 As part of a cohesive and uniform approach to the promotion and profiling of the PHRN, a range of key phrases and messages that best describe the Network's role and work have been developed. These key phrases and messages should be used whenever it is possible and appropriate.

5. Associated Documents

5.1 PHRN Documents

- PHRN Communications Guidelines
- PHRN Scientific Research Publications Policy

6. Implementation

6.1 Roles & Responsibilities

6.1.1 PHRN Management Council

The PHRN Management Council has the responsibility to endorse the PHRN Communications Policy. The Council will also be responsible for endorsing any amendments to this document recommended as a result of any review undertaken.

6.1.2 PHRN Program Office for Data Linkage

The PHRN Program Office for Data Linkage is responsible for developing and coordinating any subsequent reviews of the PHRN Communications Policy and associated guidelines.

6.1.3 PHRN Administrative and Communications Support Officer

The PHRN Administrative and Communications Support Officer is located within the PHRN Program Office for Data Linkage. The Officer is responsible for assisting PHRN Project Participants to implement the PHRN Communications Policy and related guidelines by working in conjunction with in-house communications personnel and providing advice where appropriate.

6.1.4 Project Participants

All PHRN Project Participants are required to ensure that staff are familiar with and understand the contents of this policy and related guidelines, and are able to implement the principles contained within these documents in the management and dissemination of information directly relating to the role and work of the PHRN. PHRN Project Participants are also required to ensure that in relation to matters directly relating to the PHRN that their own communications policies and related documents are consistent with those endorsed by the PHRN.

6.2 Support & Advice

The PHRN Program Office for Data Linkage will act as a support and liaison for PHRN Project Participants requiring communications policy and strategy assistance and implementation.

- Phone: (08) 6389 7300
- Email: phrn@ichr.uwa.edu.au
- Address: 105 Hay St Subiaco WA 6008

6.3 Communication

A hard copy of this policy will be available in the central offices of all PHRN Project Participants. In addition, an electronic copy will be available on the PHRN website (www.phrn.org.au).

7. Review

Evaluation of this Policy and associated procedures and guidelines is to be undertaken by the PHRN on an annual basis.

8. Definitions

Community means a group of people sharing a common interest – for example a cultural, social, political, health or economic interest – but not necessarily a particular geographical association;

Consumers refers to patients and potential patients, carers, organisations representing consumers' interests, members of the public who are targets of health promotion programs and groups asking for research because they believe that they have been exposed to potentially harmful circumstances, products or services;

Corporate Identity refers to the branding, colours, logos, slogans and design a company or organisation uses to make a strong visual statement about who they are and what they do. It is an enduring symbol of an organisation and one that enables such organisation to be identified and individualized. A corporate identity is the "persona" of an organisation;

General Public refers to the ordinary people in society, those not belonging to a specific group. In this context, the mass population;

Media refers to the various styles and means of communication. It can be used to refer to the actual types of media – ie television, radio, print, direct mail and on line media. It can

also be used as a collective noun for the wide range of press or news reporting agencies whose job it is to gather information and disseminate and distribute that information to the wider community. Media is also referred to as the channels of communication through which information can be distributed either via the 'mass media' (large audiences) or specialised media (small, specific target groups);

PHRN Funding Agreements means the agreements between the Commonwealth of Australia as represented by the Department of Innovation, Industry, Science and Research and the University of Western Australia regarding funding for implementing the Investment Plans for the research capability known as Population Health Research Network, under the National Collaborative Research Infrastructure Strategy and the Education Investment Fund Super Science Initiative, respectively;

PHRN Management Council means the group established under the PHRN Funding Agreements to oversee the implementation of PHRN infrastructure in accordance with the PHRN NCRIS and PHRN EIF-SSI Investment Plans;

PHRN Project Participant means a party to a PHRN Participant's Agreement who is approved by the Commonwealth and is directly involved in data linkage activities;

Population Health Research Network means the Project Participants listed in the PHRN Funding Agreements and all committees established by the PHRN including the PHRN Management Council;

Publication, promotional and advertising material refers to any printed, electronic or online material that is directly related to the role of the PHRN inclusive of annual reports, business plans, fliers, newsletters, information packs, stationary, web page content, merchandise, branding, policy statements, powerpoint and other presentation documentation, fact cards, dvd productions or presentations, animations, media releases and media kits.

Appendix A: History

Version	Authorised by	Approval Date	Effective Date	Sections modified
1.0	Professor Brendon Kearney	4 February 2011	4 February 2011	First endorsed version
2.0	Professor Brendon Kearney	3 February 2012	3 February 2012	Acknowledgement of PHRN EIF-SSI funding Minor changes to glossary