

Communications Meeting 14.11.23 / Note

Present: Ailsa Villages, Helen Perkins, Sophie Wilson, Kate Thomson, Louise Emslie, Kirsty Ellen

Flickr account, no movement - let's not progress this idea any further.

Almanac -

- How do we resource replacements of these?

Use of hashtags – re-shares social media handles and hashtags with greenhouse partners.

- Possibly create a handover pack for legacy of project, including hashtags.

Case studies - As new case studies come in S.W will upload them onto the website and will share via social media and newsletter,

Ailsa, Kate and Helen all have new case studies ready to be uploaded

- These will be uploaded and shared over the next few months.

Green Health Week

Question - would we like to do it in 2024? The group agreed they would like to do GHW week next year.

- This proposal should be taken forward to the Green Health partnership meeting later in the month for discussion.

Website has been through an upgrade now has enhanced access ability. It has been paid for another two years as usage is good. This will be a legacy of the project.

Relevant promotion of events

- S.W Remind partners at the GHP meeting about the monthly newsletter so they can continue promoting their news and events there.

Winter – share some of the winter almanac pages throughout the winter months

Connecting with Politicians - There were some politicians at the showcase event

Return training and awareness - ask Dan about this

Green Champions?

- Pitch to champions in the workplace instead - with community planning partnerships and workplace level and champions within organisations who can champion green health. *If we get this right - it could help with sustainability and legacy of the project.

Working with employers? Pilot sites – done return Highland cares key messages,

Young carers / youth membership / leadership

- Molly Scottish youth Parliament.

Work with creative arts projects

- Connect with Charlottes new arts project. Charlotte has lots of nice images for Instagram we can link in with her to promote more stuff on Instagram and share.

Nature/climate guidance - this is happening. Ailsa will be presenting this then Sophie will promote once it's ready.

Review definitions and key messages.

There are also key messages to come from Kate .

The Comms group needs to set up a meeting to review the key public facing messages and definitions.

- Ask the partnership meeting for volunteers / people who will help with this discussion. Core task for creating legacy plan and materials

Standing space from Kate in the newsletter. Sophie will share each month

Commitment from the Council (and other key organisations) for re-sharing, inviting them to chat about up-coming campaigns / events and to work more in alignment, Also – to know who to send info and share stuff with - speak to Kirsty.

Promote guidance and support community groups

- Health training events how many came?

Behaviour change what are the behaviours we are trying to change how do we measure - Louise mapping behaviour change?

We would like to use some behaviour changing messages in Green Health Week 2024. Is there any training on this – and could we build this into the team personal development

- Sophie can look into training on this

Review definitions

Need a review of the published definitions reviewed – Take this for discussion / input / volunteers to the Green Health Partnership

*A group will need to look at a comprehensive list of definitions and go through them. Then we will add key messages onto this, including any new ones from Kate (and elsewhere)

- Create a manual / pack of info, key messages, definitions, graphics, hashtags etc for the year to be left as a legacy