

Communication Work Plan 2025- 2030

The communication plan is dynamic and will change to meet the aims of the Highland Green Health Partnership going forward:

The vision of the partnership is :

'By 2030, the natural environment will be valued as essential for the health & wellbeing of the people of Highland. We will work together to support individuals and communities to connect with and enjoy nature, while safeguarding our natural spaces and promoting inclusion'

The purpose of the communication is:

1. To align the communications work with national priorities of Our Natural Health Service (this has subsequently been taken over by public health Scotland who host a Green Health Learning Network)
2. To raise awareness and understanding of the benefits of green health.
3. To create a consistent approach to communication across the partnership.
4. To ensure regular and timely messages are being promoted throughout the year.
5. To create an identity for all working towards the aims of the Highland Green Health Partnership.

Our Action Plan

On Target



Some Delay/Slippage



Stalled



To be Programmed



Action	Lead	Timescale	Measure	Progress	Notes
1 Green Health Week Activities	All	May 26	Monitor participation and publish in a Green Health Week report	G	Completed for 2025. Lessons learned and build upon for 2026
2 Collect and promote case studies.	ALL	Ongoing	Number and Variety of Case Studies.	G	Add to website and promote through socials
3 Celebration of our achievements at conferences and events	ALL	Ongoing	Number and type of events attended.	G	Acknowledged that HGHP won't be hosting their own event but that successes can be celebrated at other events we attend and present at. Climate Month is a key opportunity.
4 Develop a Library of Green Health Photos	All	Sept 25	Number and variety of photos collected. Review annually	G	There is a Flickr account these can be added to. More diverse photos needed. Some new sources of stock photos provided by partners
5 Use hashtags to generate and follow interest in Green Health in Highland.	NHSH/ Nature-Scot	May 26	Search for use of hashtags on social media.	G	Review the hashtags in use each year and share with partners. #greenhealthweek #thinkhealththinknature #NatureIsForEveryone #MakeSpaceForNature #OurNaturalHealthService #dailydoseofnature
6 Monitor use of the website and socials	NHSH	May 26	Number of visitors to webpage 16,000 approx annually	G	Annual Review in line with Green Health Week. Note - website moved hosting platform in 2025.

7	Monitor subscription numbers to monthly e Newsletter on mail chimp	All	May 26	Total number signed up. 256	G	Annual review in line with Green Health Week.
8	Distribution of resources	NHSH	May 26	Distributed through HIRS. Total sent out per resource	A	Review annually in line with Green Health Week. Money is sought for the re-print of resources as running low in print for some.
9	Update our Apps	NHSH	May26	Up to date list of Apps	A	Our list of Apps is out of date and out of print now. It could be a time to update this list by asking what apps people are currently using. Question for the Green Health Network. QR code to a page on the website where you can download all the Apps.
10	Develop targeted information for specific campaigns throughout the year.	All	May26	Campaign engagement on socials.	G	looking out for relevant campaigns and share our messaging across partners. Ailsa look at three times a year coordinate a partnership approach. Perhaps seasonal. Rotate the task. Either between the team or across partners.
11	Pilot bespoke communications methods in localities.	All	June 26	Tailored Coms Plans for Localities	G	Approaches will come out of the Stepping Stones pilots in Ullapool and Kinlochleven.
12	Green Leadership Scheme	HLH	June 26	Number of young people moving through the scheme	G	Promote and encourage uptake in the scheme and draw case study examples for peer championing.

13	Learning in Libraries	HLH	June26	Number of libraries participating	G	Biodiversity and Green Health based stations being trialled
14	Work with politicians more.	Hi Climate Hub/ NHS/HC	Sept 25	Get HC or individual Councillors to sign the Climate Charter.	A	link with the climate change working group. A priority. HC are a partner but we've not got them to sign the charter.
15	Locality Networks	NHSN	June 26	Attendance and content of networks	G	Established in the CNPA. Looking to establish as part of the Stepping Stones projects in Ullapool & Kinlochleven.
16	Build on the directory.	NHSH	Ongoing	Continue to build on number of organisations represented.	G	
17	Monitor engagement and participation in the TURAS Nature Prescription E-learning Module	NHSH	Sept25	No. of staff completing module by area. Number of resources sent out.	G	An online section of the website has been created for promotion of the training tool. Working with new staff as print of Highland-wide resource and Argyll & Bute resource published.
18	Delivery of Nature Prescriptions face to face training across Highland & Argyll & Bute	NHSH	May 26	No. Staff attending events.	P	A series of training and awareness raising events to be programmed.
19	Promote environmental guardianship - e.g. Outdoor Access code in work with health professionals.	All	Ongoing	Reach of social media	G	Continue to ensure it is programmed into social media and newsletters

20	Develop key messaging about personal safety and responsible behaviour in remote areas including tick safety, sun safety etc.	NHS/All	Ongoing	Reach of social media	G	Continue to ensure it is programmed into social media and newsletters
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