



TongaHealth

Communications Strategy 2016 -2017

Promoting an Active and Healthy Tonga

Communications Strategy 2016 -2017

1. Background

September 14th 2015 – May 30th 2016: Due to fundamental changes introduced in the Corporate Communications Department (C.C.D.) of TongaHealth, this proved to be an interim period and the following areas were used to consolidate the department and prepare a sound base for it's future activities:

1. Reviving TongaHealth's website and stabilising the Facebook page activities
2. Reformatting and reviving the television show
3. Generating consistent media releases and publicity materials/ statements
4. Developing a *Communications and Branding Guidelines* document for stakeholders
5. Developing corporate branding guidelines and templates for both internal and external documents
6. Creating a user-friendly library as well as back-up for documentation and records of past materials (upto Sep.'15) as well as going forward
7. Building partnerships with media and press houses
8. Developing new audio-visual content
9. Sourcing freelance and media house vendors for production work

2. Introduction

TongaHealth, now in it's 8th year, has been appointed the role of an NCD (Non-Communicable Disease) administrative and planning secretariat to oversee new delegations in the governance of NCD prevention and control. TongaHealth will now function as the central coordinating body for the National Strategy for the Prevention and Control of NCDs. In effect, TongaHealth's work will entail coordination, integration, monitoring, evaluation and strengthening of the NCD prevention & awareness work carried out by it's multi-sectoral stakeholders according to the National Non-Communicable Disease Strategy - the Hala Fononga 2015-2020.

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Thus the preliminary focus of the C.C.D. of TongaHealth is to support it's organisation in it's new role and build support and effective communication channels between TongaHealth and it's stakeholders on one hand, and maintain awareness about their activities and achievements corresponding to the goals set out in the National NCD Strategy on the other. Simultaneously, also attract new donors.

3. Role

In regards to points 1. & 2. the C.C.D.'s delegated task is to design and implement an effective and result oriented Communications Strategy which supports TongaHealth in it's newly assigned role and facilitates the Improvement of it's operational effectiveness by developing stronger stakeholderships with it's multi-sectoral stakeholders on one hand¹, and generating consistent awareness about TongaHealth and the NNCD strategy and it's activities on the other; using various media and communication tools.

4. Mission and Vision

Mission: To prevent and reduce harm from NCDs in Tonga.² This is to be achieved by focusing on the 4 outcomes of the National NCD Strategy 2015-2020, which are based on the four modifiable behavioural risk factors associated with NCDs, also referred to as "PATH" :

1. Physical Activity
2. Alcohol consumption
3. Tobacco use
4. Healthy Eating

Vision: A healthy Tonga where everyone is responsible for promoting health and everyone shares in the benefits of a healthy public.³ Stronger integrated approaches to address non-communicable disease result in reduced premature death, illness and disability.⁴

¹ Hala Fononga 2015-2020

² TongaHealth Promotion Strategy for NCD Control Final , 2.6 of MOU governance of NCD work

³ same as footnote 1

⁴ NNCD Strategy- the Hala Fononga 2015-2020

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5. Objectives

1. Establish TongaHealth's role as the coordinator for the NNCD strategy
2. Support and improve relationships with key stakeholders. Acknowledge their valuable ongoing contribution.
3. Facilitate multi-sectoral engagement to harmonise /coordinate activities as per the National NCD Strategy.
4. Generate awareness and ownership amongst the stakeholders towards the National NCD strategy
5. Attract new donors

6. Goals

The C.C.D. goals are based on the Final National NCD Strategy review 2015 TongaHealth's new role and assigned directives⁵ and the recently developed Strategic Plan.

Goal 1 (G1): TongaHealth's new role as the secretariat and central co-ordinating body for the NNCD strategy to be understood and established amongst stakeholders, donors (current and prospective) and the Tongan public.

Goal 2 (G2): Strengthen/ revive existing key stakeholder relationships.

Goal 3 (G3): Establish effective relationships with new stakeholders.

Goal 4 (G4): Consistent communication and engagement of stakeholders, donors (current and prospective) and the Tongan public in the unified work to achieve the NNCD strategy objectives and goals.

Goal 5 (G5): Increase existing grant and attract new donors.

7. Key Communication Messages (K.Y.C.) and target audience

Based on the "Functions of the Foundation" stated in the Health Promotion Foundation Act 2007, "TongaHealth Responsibilities" under the MOU governance of NCD work and the Hala Fononga 2015-2020; the guiding key

⁵ Health Promotion Foundation Act 2007, MOU governance of NCD work and Hala Fononga 2015-2020

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messages will be:

K.Y.C.1: The planning & implementation of the National NCD strategy. is based on a strong, unified multi-sectoral approach to strengthen Tonga's fight against the significantly high sickness & death rate on one hand; and the resulting huge economic burden on the other. (... significantly high morbidity and mortality rate on one hand; and the resulting huge economic burden on ...).

Audience : Stakeholders, Donors and Tongan public.

K.Y.C.2: As stakeholders we are a vital part of this multi-sectoral work and acknowledge ownership of our work this year with .. (mention specific projects/events/ initiatives via Tonga National NCD Grants, sponsorships and facilitation) .

Audience : Stakeholders

K.Y.C.3: TongaHealth is the coordinating body for the National NCD strategy. and it's aim is to have Integrated Governance. TongaHealth works towards harmonising donor funds for NCD related work and also to help channelise and facilitate it's multi-sectoral stakeholders towards the fulfilment of the National NCD strategy goals.

Audience : Stakeholders, Donors and Tongan public.

8. Duration

Due to the change in TongaHealth as well as it's stakeholders roles; it is recommended to create a one year Communications Strategy i.e. July 2016 to June 2017. A review in January 2017, would be done to take stock and also to initialise planning of the next strategy.

9. Strategy Design

Is based on priority areas and needs of the "Stakeholder Communications Matrix" (Annexure A) which comprises of:

1. Stakeholder/ Donor's profile
2. Their role with TongaHealth and vice-versa
3. Key point/s of contact

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4. Issues (if any) with each stakeholder/donor/ donor
5. Purpose of Communication with each stakeholder/ donor
6. Key Messages to be communicated (Generic as well as specific)
7. TongaHealth Point of contact for each stakeholder/donor
8. Communication methods to be used
9. Frequency of each communication method
10. Tone of communication
11. Tool to measure effectiveness

10. Proposed activities with Donor, stakeholders

Details for all proposed activities are listed in Annexure A (03-05-2016 Stakeholder Matrix)

Stakeholder	Communication Vehicle/s(Activity)	Nature	Frequency	Goal/ Key Comm. Message
DFAT				
Elizabeth Palu for further distribution	Written reports	Milestone, Annual, Final Reports	Milestone Quarterly, Annual – annual, Aquital & and Final- at the end of 5 years	G1, G2 and G4-5. K.Y.C.2 & 3
H.E./ Kathleen	Meeting	Personal visit of the CEO of TongaHealth	Quarterly	G1, G2 and G4-5. K.Y.C.3
Elizabeth Palu for further distribution	Written - Consolidated Press Release/ and if possible a video ; Social Media – Facebook & Websites	Progress of the NNCD strategy work in correlation to M&E reports	Quarterly	G1, G2, G4-5 and. K.Y.C.1-3
Elizabeth Palu . H.E. for promotional videos and ads	Photo Ops & Talking points- via Visits/ activities/ M&E results and researches. T.V. and / Radio Show	Invite as guest / speaker/ part of promotional videos/ ads/ P.R.'s	Annual and as per relevant event	G1, G2, G4-5 and. K.Y.C.1-3
	Newspapers, Website and Facebook	Press Releases on T.V. episodes, progress of work on the NNCD strategy, share and promote relevant posts from	Twice a month/ Bi-monthly/ as per relevance	G1, G2, G4-5 & K.Y.C.1-3

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		DFAT's social media		
Stakeholder	Communication Vehicle/s(Activity)	Nature	Frequency	Goal/ Key Comm. Message
H.E., Kathleen, Sophie and Elizabeth Palu	Updated Booklet/ Integration Conference	Summation of achievements & M&E / Meeting of all stakeholders and donor to sum up the year	Annual	G1, G2, G4-5 and. K.Y.C.1-3
MoH				
Hon. Dr. Saia Ma'u Piukala and Dr. Siale Akauola	Meeting + Written report + Video	Personal visit of the CEO of TongaHealth with a brief 1 pager on the progress of the NNCD strategy work in correlation to M&E reports and 3-5 min. video	Every 6 months	G1, G2, G4-5 and. K.Y.C.1 & 3
" + Legislative Assembly	Presentation and Written	P.P.:TongaHealth's new role & Key Comm. Messages/ Facilitate engagement for Cabinet & Legislative Assembly AND Annual Report	One time/ Annual	G1-5 and. K.Y.C.1 & 3
"	T.V. and / Radio Show; Social media (Facebook and websites)	Invite as guest speaker, part of promotional videos/ ads/ P.R.'s	Annual	G1, G2, G4-5 and. K.Y.C.1-3
"	Updated Brochure	Print	Annual	G1, G2, G4-5 and. K.Y.C.1-3
"	Integration Conference	Meeting of all stakeholders and donor to sum up the year	Annual	G1, G2, G4-5 and. K.Y.C.1-3
WHO & SPC				
Dr. Li Dan & Paula Vivili	Meeting	One on one with the CEO of TongaHealth	Every 6 months	G1-4 and. K.Y.C.1 & 3

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Stakeholder	Communication Vehicle/s(Activity)	Nature	Frequency	Goal/ Key Comm. Message
WHO & SPC <i>contd.</i>				
Dr. Li Dan, Katalina Palu, Paula Vivili and Elisiva	Updated Booklet/ Integration Conference	Summation of achievements & M&E / Meeting of all stakeholders and donor to sum up the year	Annual	G1, G2, G4-5 and. K.Y.C.1-3
	Newspapers, Website and Facebook	Press Releases on T.V. episodes, progress of work on the NNCD	Twice a month/ Bi-monthly/ as per relevance	G1, G2, G4-5 and. K.Y.C.1-3
	Newspapers, Website and Facebook contd.	strategy, share and promote relevant posts from WHO's / SPS's social media	Twice a month/ Bi-monthly/ as per relevance	G1, G2, G4-5 and. K.Y.C.1-3
MoH- H.P.U. , Diabetic, Ante-Natal , Reproductive Units & GDM taskforce				
Dr.Reynold, and Dr.Ofa	Meeting and Power Point Presentation (can be clubbed with respective teams)	One on one with the CEO of TongaHealth; P.P.: Communication Guidelines (includes Key Comm. Messages)	Meeting: Quarterly; P.P.one time	G1, G2, G4 and. K.Y.C.1-3
Dr. Ma'ake	Meeting and Power Point Presentation (can be clubbed with respective teams)	One on one with the CEO of TongaHealth; P.P.: Communication Guidelines (includes K.Y.C.)	Meeting: One time and then as required P.P. one time	G1, G2, G4 and. K.Y.C.1-3
Tupou, Eva Mafi & team, Dr. Sione Tomiki & team, Dr. Ma'ake Tupou and	Power Point Presentation	Update on TongaHealth and their roles, also Comm.Guidelines	One time	G1, G2, G4 and. K.Y.C.1-3

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team, Maima		(includes K.Y.C.)		
Stakeholder	Communication Vehicle/s(Activity)	Nature	Frequency	Goal/ Key Comm. Message
“	T.V./Radio/Social Media	Support and facilitate as per campaign/event (includes inviting as guest speaker)	In accordance to the Event/ Specials Calendar	G1-5 and. K.Y.C.1-3
“	Integration Conference	Meeting of all stakeholders and donor to sum up the year	Annual	G1, G2, G4-5 and. K.Y.C.1-3
TongaHealth Staff				
	Meeting and/ written communication	Updates on TongaHealth's events/specials calendar, spls.	Monthly	G1-4 and. K.Y.C.1-3
	Power Point Presentation	Update on TongaHealth and Communication Guidelines (includes Key Comm. Messages)	One time	G1-3 and. K.Y.C.1-3
	Meeting and/ written communication	Encourage engagement in Comms. tools	Fortnightly	G1-5 and. K.Y.C.1-3
	Updated Booklet/ Integration Conference	Summation of achievements & M&E / Meeting of all stakeholders and donor to sum up the year	Annual	G1-5 and. K.Y.C.1-3
TongaHealth Board				
	Meeting	With the CEO of TongaHealth	Monthly	G1-5 and. K.Y.C.1-3
Stakeholder	Power Point Presentation and Written	P.P.: Update on TongaHealth and their roles, also Key Comm. Messages; Written: Annual Report	One time and Annual	G1-5 and. K.Y.C.1-3

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Stakeholder	Communication Vehicle/s(Activity)	Nature	Frequency	Goal/ Key Comm. Message
TongaHealth Board <i>contd.</i>	Written report + Video	Brief 1 pager on the progress of the NNCD strategy work in correlation to M&E reports and 3-5 min. video (DFAT one)	Monthly/ Quarterly	G1-5 and. K.Y.C.1-3
	TongaHealth Social media- Facebook & Website	Appropriate engagement in the form of quotes/ promotional ads/ Press Releases	In accordance to relevance	G2-5 and. K.Y.C.1-3
	Updated Booklet/ Integration Conference	Summation of achievements & M&E / Meeting of all stakeholders and donor to sum up the year	Annual	G2-5 and. K.Y.C.1-3
MOET, MAFFF, Food Authority Council, MIA, TYNC, Salvation Army, Nishi Trading				
CEOs	Meeting and Power Point Presentation (Can be clubbed with respective teams)	CEO of each ministry with the CEO of TongaHealth; P.P.: Communication Guidelines (includes Key Comm. Messages)	Initial one on one and then as required; P.P: one time	G1, G2, G4 and. K.Y.C.1-3
Emmanuele, Anna Pifeleti, Ata, Savia Atuekaho, 'Onetoto,	Meeting and written communication	Workplan/ modifications/ changes and	Quarterly	G1, G2, G4 and. K.Y.C.1-3

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Netina, Soane Selui, Teresa Pahulu, Vanessa Lolohea, Lena.		events calendar updates if any		
Stakeholder	Communication Vehicle/s(Activity)	Nature	Frequency	Goal/ Key Comm. Message
“	Power Point Presentation	Update on TongaHealth and their roles, also Communication Guidelines (includes Key Comm. Msgs)	One time	G1, G2 and K.Y.C.1-3
“	T.V./Radio/Social Media	Support and facilitate as per campaign/event. (includes inviting as guest speaker)	In accordance to the Event/ Specials Calendar	G1, G2, G4, G5 and. K.Y.C.1-3
“	Updated Booklet/ Integration Conference	Summation of achievements & M&E / Meeting of all stakeholders and donor to sum up the year	Annual	G1 -G5 and. K.Y.C.1-3
Ministry of Customs & Revenue, Commerce, Trade and Labour , Police, Fire & Prisons, Finance & National Planning, Ground Law				
CEOs	Meeting and Power Point Presentation (Can be clubbed with respective teams)	CEO of each ministry with the CEO of TongaHealth; P.P.: Communication Guidelines (includes Key Comm. Messages)	Every six months; P.P: one time	G1, G2, G4 and. K.Y.C.1-3

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Stakeholder	Communication Vehicle/s(Activity)	Nature	Frequency	Goal/ Key Comm. Message
Suliasi 'Aholelei, Michael Cokanasinga, Semisi Lutui, Sandra Fifita, Pisilia Matafahi, Natalia Latu	Meeting and written communication	Consistent communication to be established through NCD related work	For Min of Finance-monthly, for the rest – meetings once in 6 moths and written comm. As per requirement	G1, G2, G4 and. K.Y.C.1-3
“	T.V./Radio/Social Media	Support and facilitate as per campaign/event. (includes inviting as guest speaker)	In accordance to the Event/ Specials Calendar	G1, G2, G4, G5 and. K.Y.C.1-3
“	Updated Booklet/ Integration Conference	Summation of achievements & M&E / Meeting of all stakeholders and donor to sum up the year	Annual	G1, G2, G4, G5 and. K.Y.C.1-3
NNCD Committee of 6 C.E.O.'s & 4 Advisory Committee (some are already covered through various Mins. , org.)				
	Meeting and Power Point Presentation	CEO/ Monica with each representative P.P.: Communication Guidelines (includes Key Comm. Messages)	Quarterly, P.P. one time	G1, G2, G4, G5 and. K.Y.C.1-3
	T.V./Radio/Social Media	Support and facilitate as per campaign/event. (includes inviting as guest speaker)	In accordance to the Event/ Specials Calendar	G1, G2, G4, G5 and. K.Y.C.1-3

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Stakeholder	Communication Vehicle/s(Activity)	Nature	Frequency	Goal/ Key Comm. Message
NNCDC <i>contd.</i>	Updated Booklet/ Integration Conference	Summation of achievements & M&E / Meeting of all stakeholders and donor to sum up the year	Annual	G1 -G5 and. K.Y.C.1-3
Representative Church Sector	Presentation P.P.	Aid and update on progress of activities - this will be shared at the Church meets	Quarterly	G2 -G5 and. K.Y.C.1-3
Representative Comm. Sector	Meetings & P.P.	To explore how she can represent the cause at the Commerce of Chamber and also to get her connected with the Ministry of Revenue and Customs	Quarterly	G2 -G5 and. K.Y.C.1-3
VicHealth & ThaiHealth	Personal Meetings	Personal visit of the CEO of TongaHealth	Annual	G1 –G5 and. K.Y.C.1& 3
	Written - Consolidated Press Release/ and if possible a video ; Social Media – Facebook & Websites	Progress of the NNCD strategy work in correlation to M&E reports	Quarterly	G1 –G5 and. K.Y.C.1& 3
	Updated Booklet/ Integration Conference	Summation of achievements & M&E / Meeting of all stakeholders and donor to sum up the year	Annual	G1 –G5 and. K.Y.C.1& 3
Ministry of Infrastructure & Ministry of Land, Survey and Natural Resources	Personal Meetings	CEO to CEO, explore future partnership	First time to understand and then as and when required	G1 –G4 and. K.Y.C.1& 3
	Written - Consolidated Press Release/ and if possible a video ; Social Media	Progress of the NNCD strategy work in correlation to M&E reports, as they are	Quarterly	G1 –G4 and. K.Y.C.1& 3

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Stakeholder	Communication Vehicle/s(Activity)	Nature	Frequency	Goal/ Key Comm. Message
Ministry of Infrastructure & Ministry of Land, Survey and Natural Resources	<i>Contd.</i>	involved in Fiefia sports as participants- so keep them updated on TH activities - give them modified version of our updates	Quarterly	G1 –G4 and. K.Y.C.1-3
	T.V./Radio/Social Media	Sione & Taniela are on the Physical activity Advisory committee- involve them as guest on TVshow/ radio/ sound bytes	In accordance to the Event/ Specials Calendar	G1 –G5 and. K.Y.C.1-3
	Updated Booklet/ Integration Conference	Summation of achievements & M&E / Meeting of all stakeholders and donor to sum up the year	Annual	G1 –G5 and. K.Y.C.1-3
U.N.D.P. & A.D.B.				
	Personal Meetings	Explore future partnership "Sustainable Dev. Goals" for U.N. D.P.. and Poor, women & children with A.D.B.	First time to understand and then as and when required	G1 , G3, G5 and. K.Y.C.1 & 3
	Written - Consolidated Press Release/ and if possible a video ; Social Media	Progress of the NNCD strategy work in correlation to M&E reports	Quarterly	G1 , G3, G5 and. K.Y.C.1 & 3
	T.V./Radio/Social Media	Invite as guest speaker/panelist	In accordance to the Event/ Specials Calendar	G1- G5 and. K.Y.C.1 - 3
	Updated Booklet/ Integration Conference	Summation of achievements & M&E / Meeting of all stakeholders and donor to sum up the year	Annual	G1- G5 and. K.Y.C.1 - 3

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Stakeholder	Communication Vehicle/s(Activity)	Nature	Frequency	Goal/ Key Comm. Message
Media				
	Personal Meetings	C.C.O. with editor	As relevant	G1 –G5 and. K.Y.C.1-3
	Written & AVs	P.R.s : Progress of NNCD strategy	Continuous	G1 –G5 and. K.Y.C.1-3
	T.V./Radio/Social Media	Press Opportunities	In accordance to the Event/ Specials Calendar	G1 –G5 and. K.Y.C.1-3
	Updated Booklet/ Integration Conference	Summation of achievements & M&E / Meeting of all stakeholders and donor to sum up the year	Annual	G1 –G5 and. K.Y.C.1-3