



**COTEC Communications Strategy  
- Internal Document-**

This communication strategy is intended to identify COTEC's internal and external stakeholders and to propose what needs to be communicated, by what means and in which format. The strategy will be supported by a series of templates to ensure that information is transmitted in a consistent, corporate format that will be recognised by our different stakeholders.

The following table illustrates who, what, how and when we wish to communicate with our stakeholders.

<b>Type of Stakeholder</b>	<b>Who</b>	<b>What</b>	<b>How</b>	<b>When</b>
<b>Internal</b>	Member National Associations	Newsletters	E mail	Quarterly
		Incoming information from horizon scanning and requests for help from external and internal stakeholders.	E mail	As required
		Regular alerts	Web site	
		GA papers	Website	yearly
		National congresses	special section on the website	as required updated monthly
		information about relevant congresses, projects.	special section on the website	as required updated monthly
	Expert groups	Invitations to groups	E mail	As required
		Consultations sharing newsletters	Newsletter	quarterly

		sharing of relevant information eg.congresses  information sharing	Report templates E mail  special section website	
	Members of the executive	Shared information Results of actions, Agenda and meetings  Minutes  General inter executive correspondence	Drop box Skype and face to face meetings  Circulated by e mail E mail – action / information / decision	As required ¼ face to face meetings per year and monthly Skype meetings After every meeting When required
<b>External</b>	Public	Patient information OT intervention for specific issues	Website leaflets/ position papers by targeted mailings and / or e mail.	To coincide with specific initiatives on the European health and social care agenda
	Politicians – local, national and European	General information about OT and the difference it can make. Statements to support specific initiatives. Responses to consultations.  OT manifestos	Web site  Web site and targeted mail outs Website and electronic responses Website and targeted mail outs  twitter	As required but initiated by identified political initiatives       At the start of each four year strategic plan
	Other Professional Bodies e.g. CPLOL, EFAD,ERWCPT	Sharing of newsletters. Collaboration on certain topics. Mutual support E mail exchanges	Newsletter E mail and face to face meetings Website access Twitter	Quarterly Determined by topic

	<p>Other NGO e.g. EPHA, EFPC, EPDA, EPF</p>	<p>Information exchange Reports on initiatives and projects Requests for involvement</p> <p>face to face e.g. meetings/ congresses supporting initiatives supporting/ advertising congresses like abstract submission, early bird and deadlines</p> <p>letters for</p> <ul style="list-style-type: none"> <li>• congratulations (e.g. elections, hon. awards)</li> <li>• seasons greeting (X-mas)</li> </ul> <p>condolences</p>	<p>Website E mailed reports Twitter by e mail on headed paper visiting cards</p> <p>website and twitter website and twitter</p> <p>letter as attachment or hard copy</p>	<p>As required</p> <p>as required</p>
	<p>Other OT organisations e.g. ENOTHE, WFOT Occupational Science ISOS</p>	<p>Information exchange Reports on involvement in each other's actions</p> <p>letters for</p> <ul style="list-style-type: none"> <li>• congratulations (elections, hon. awards)</li> <li>• seasons greeting (X-mas)</li> <li>• condolences</li> </ul>	<p>Newsletter Reports to meetings e.g. WFOT Attendance at face to face meetings and SKYPE E mail Website and twitter</p> <p>letter as attachment or hard copy</p>	<p>ENOTHE – monthly by SKYPE and shared documentation WFOT – annual exchange of meeting notes and annual face to face meetings</p> <p>as required</p>

	Press	OT manifestos Reactions to political initiatives Advocating statements in support of vulnerable groups	E mail Statements twitter	As required
<b>Communication from members to COTEC</b>	who	what	how	when
	NA representative or staff	news of the NA	by email with heading to responsible member of the Executive Committee for email for website for newsletter	update quarterly
	NA representative or staff	congress OT or other relevant related	by email to webmaster with heading for website	when appropriate
	NA representative.	agenda items GA	by email to VP admin	8 weeks before GA
	NA representative or staff	specific question/ request to members	(targeted) e-mailing to other members with copy to Executive Committee	
	NA representative	nominations for Executive Committee	mail to Electoral Committee	as required
<b>Members to COTEC or outside world</b>	NA representative or staff	Use of logo for e.g. publication, announcement	request for use by email	in good time before event or publication

## **Objectives and messaging**

1. COTEC is an important opinion maker on issues related to occupational therapists' contribution to health and social affairs and this communication strategy relies on the following principles being adopted to achieve our goals:
  - Raise wide spread awareness about the importance of occupational science, occupational therapy and occupational therapists in health and social sectors in EU.
  - Provide timely information to client groups, the public, community, opinion makers, policy makers in EU bodies and other stakeholders
  - Respond timely to every relevant EU matter impacting on the profession or users of OT services with political and/or position statements
  - Facilitation of easy to access information about OT and its activities through an easy to use web site suitable for the public, professionals and policy makers.
  - Networking with pressure groups
  - Provide promotional materials such as position statements on different topics in health and social EU arena (Position statement on labour market obstacles, Position statement on elderly etc.)
  - A Unified brand identity (corporate e-mails, position statements, reactions in media): consistent use of the COTEC logo on all communications, consistent use of COTEC signature on all e mails, consistent use of COTEC templates for reports, consultation responses and position papers.

## **Website, social media and email**

The website should be regularly updated with information that could be interesting for our external audience.

COTEC uses social media such as twitter and Facebook and these need to be used on a regular basis. Social media helps the public to become producers of communication and COTEC has to be a part of that. COTEC will only follow institutions, Associations AND NO PERSONS on Twitter  
Tweets from COTEC will be organizational not personal.

## **COTEC LOGO**

The COTEC logo can only be used with the expressed permission of the COTEC Executive Committee.

the OT EU logo is used for ....

the COTEC/Enothe logo is used for.....

Member associations can use the COTEC logo after sending information to EC and permission given for NA congresses, leaflets,

## **Appendix to the Strategy**

This appendix provides specific templates that are to be used in specified communications:

- A. E mail and signatures
- B. Headed notepaper
- C. Position paper template
- D. Report template
- E. Newsletter template
- F. Font and print size