

## Aiming High - The Checklist (1 of 2)

Every time we communicate we are projecting the NHS identity. Letters, telephone calls, leaflets, websites and published reports should all support our values and principles. These questions might be helpful when checking a communications project to judge whether it supports the NHS identity.

### The basics

- Is the NHS logo, or your logotype, in the correct position and at the correct size?
- Does it sit in the right amount of clear space?
- Are the colours chosen from the NHS colour palette?
- Are the typefaces Frutiger or Arial (or is there a good reason for not using them?)

### Meeting our values and principles

*Does the communication support these NHS values...*

- **Health** Does it reinforce (or not contradict) our support for health and healthy lifestyles?
- **Care** Does it show respect for the audience and avoid unfair stereotypes? Does the tone of the wording show care and empathy?
- **Professionalism** Does it demonstrate pride in what we are doing? Are the spelling and grammar right? Are we able to challenge poor standards in any existing communications?
- **Efficiency** Is the budget right for the task? Are the tone and style right for the audience you are speaking to?
- **Equality** The NHS is for everyone. Do the images span ages and cultures (where appropriate)?

*Does the communication support these principles...*

- **Clear** Is it easy to read and easy to understand?
- **Cost-effective** Has the budget been used wisely?
- **Modern** Does it support new NHS developments and aspirations?
- **Straightforward** Does it avoid gimmicks and over-complicated design or wording?
- **Honest** Does it avoid misleading information and false promises? Does it withhold information that the receiver has a right to know?
- **Accessible** Has it been tested with the target audience? Do they understand it? Are versions in other languages, symbols or formats needed? Is it easy to obtain?
- **Respectful** Does it show respect for the receivers' feelings and beliefs? Does that 'funny' drawing or headline risk offending anyone?

*Does this communication support a positive reputation for the NHS?*

## Aiming High - Some of the finer points (2 of 2)

- 1 Is this the most creative and effective use of your time and resources? Could someone else do it faster, more cost effectively and professionally?
- 2 Why this format, are there other more appropriate format alternatives?
  - booklet
  - local radio commercial
  - quizzes
  - local newspaper feature
  - local TV/cinema adverts
  - inserts in local free papers
  - poster
  - group or individual discussion
  - email
  - theatre in education
  - books
  - Websites
- 3 Who is your target audience?
  - disabled people
  - parents
  - teachers
  - general public
  - asylum seekers
  - black/minority ethnic communities
  - school children
  - health professionals
  - gay men/lesbians/bisexual people
  - people with learning difficulties
- 4 Have you excluded any particular group and if so, why?
- 5 If you are using images, are they appropriate? Have you got signed consent from members of the public appearing in your pictures. If you're using clip art, does it project the right image for your service?
- 6 What is the aim of your resource and how are you going to check its success?
- 7 Is the language you have used acceptable and appropriate for your target audience?
- 8 Have you had the material checked for accuracy by an appropriate person eg. a doctor or solicitor if necessary?
- 9 Have you had the material checked to ensure that you are covered legally? (if, for example, you have produced safer injecting guidelines without advice from a relevant senior member of staff, the NHS may be liable for any mishaps occurring as a result)
- 10 Why re-invent the wheel when you could maybe adapt an existing resource. If you do this, it's courteous to ask permission and acknowledge the original author.