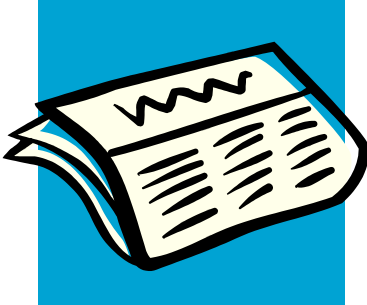


After Winterbourne View Plans to let everyone know what's happening (Communications Strategy)



This is a plan about the messages in newspapers, websites and events to tell people what changes are happening after the Winterbourne View report.

Four organisations will work together to tell people about progress: Department of Health, Care Quality Commission, NHS Commissioning Board, Local Government Association.

The plan will:

1. Make sure health and care organisations are clear about the actions they need to do.
2. Keep everyone updated on the actions that are happening.

How will the four organisations work together?

- There will be a shared set of messages so that we are all saying the same thing.
- One website for all the news about the programme.



- We will share information with each other.

For example:

- The four organisations will meet regularly
- There will be rules on how we will work with the media (for example, newspaper reporters)
- There will be a timetable to show what will happen and when

How will we know things have changed?

- The Winterbourne View actions must change the experience of people with learning disabilities and their families. It should also make sure that staff understand what they should be doing in their jobs.
- We will ask people with learning disabilities, their families and staff how things are now (Spring 2013) and again at the end of the programme. This will show if people think things have changed.



- We will check newspapers and websites to see if our work is being reported.