

Practice example: Signposting - ebulletin

Background

Raising awareness of the importance of a Think Family approach is a crucial first step in encouraging managers and practitioners to change their practice. As part of its general awareness raising around parental mental health and child welfare, Liverpool produced a regular ebulletin about the project.

Intended outcomes

The objectives of the bulletin were to:

- provide clear, easy to understand information about the Think Family implementation group and what was happening in Liverpool
- ensure the publication was accessed by a wide audience
- ensure that the design was recognisable and consistent and promotes the Think Family brand
- help all professionals to start thinking in a Think Family way
- promote the various training initiatives and Think Family events
- ensure cost effectiveness of publication.

Practical actions

The monthly ebulletin was distributed to staff via email, and uploaded to EDnet, the local schools' intranet site. Alongside this, Liverpool has also developed a [dedicated webpage](#) about the project. The ebulletin has a distinctive Think Family branding and is compiled by a local authority Communications Officer who sits on the project steering group.

What actually happened

Seven bulletins have been produced and circulated to staff. The bulletin includes updates and information about the Think Family project, interviews with members of staff involved, and early findings from internal evaluations.

Feedback from a sample of readers of the bulletin was positive, with the majority of respondents stating that the bulletin was useful, informative and clear. The ebulletin has also been externally recognised as being of exceptionally high quality, and won the Association of Social Care Communicators Award.

Advice for others

The bulletin is written in clear accessible language with strong use of graphics, commended by the Association of Social Care Communicators Award judges.

Having a local authority Communications Officer lead the work has been vital.