

The Cat's Whispers

From Red Cat Communications

Autumn 2009

Work is good for your health: it's official

Working is good for you. That's the message from Red Cat's latest annual report job.

Sandwell PCT's Health & Worklessness team wanted to highlight its achievements in its own publication.

It's an example of just how times are changing for annual reports.

Gone are the days when organisations produced only one—containing financial accounts and achievements throughout the business.

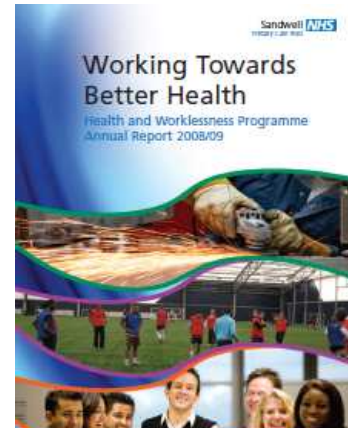
Whilst these are still required for many organisations, individual teams

now want to shout about their own work—which can often be reduced to a single sentence in the larger document.

This gives them the chance to communicate what they do with all kinds of audiences—from partners, other teams, those who fund them and those who use their services.

It offers a great marketing opportunity and a chance to reflect their own personality.

The report is available soon at: www.sandwell-pct.nhs.uk



Shout it out: Work is good for your health

Foot in mouth for council comms—or open honesty?

It's a fine line between being honest and putting your foot in it.

Birmingham City Council's comms director found this out when she published the results of a review of her department—and criticised it.

Debra Davis's consultation paper flagged up colleagues' failings and prepared the way for major overhaul.

She received media criticism because she has been in post for three years and is responsible for the very people she criticised.

Davis told PRWeek: "It has taken a long time to get the buy-in and camaraderie of some of the communications colleagues."

The issue presents an interesting quandary for comms leaders.

If you 'inherit' a team or culture and see it needs to change, it's impossible to do it immediately—and then without reviewing properly. Pointing out issues won't make you popular—but you're the one who has to fix them. Surely interim measures are the best way forward until changes take place?

• *What do you think?* [Email us](#) or [tweet](#)

News in brief

- Red Cat is to help produce a self-help guide for cyclists to help them improve their skills. Initial discussions are under way and we'll tell you more in the next edition.
- Another annual report! This time for Sandwell's Director of Public Health. Note: we don't just work on health-based projects, here. They're just a bit like buses...

Better training can mean a better workforce—and healthier people



Annual reports have been coming in thick and fast here at Red Cat.

Before cracking on with the Worklessness publication (see above) we completed an Annual Review for the West Midlands Teaching Public Health Network.

This organisation helps to ensure that those who work within public health have the best skills to cope with public health issues, such as swine 'flu,

and improve health generally in the West Midlands.

We are now discussing ways of making the region's Health and Wellbeing Strategy more accessible to different audiences—possibly through a series of easy-to-read leaflets.

- *Red Cat worked with our favourite designers Hyland Freeman on these latest annual report jobs*

Red Cat can help you do better business.

Contact us for support in communications, media, training or writing.

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