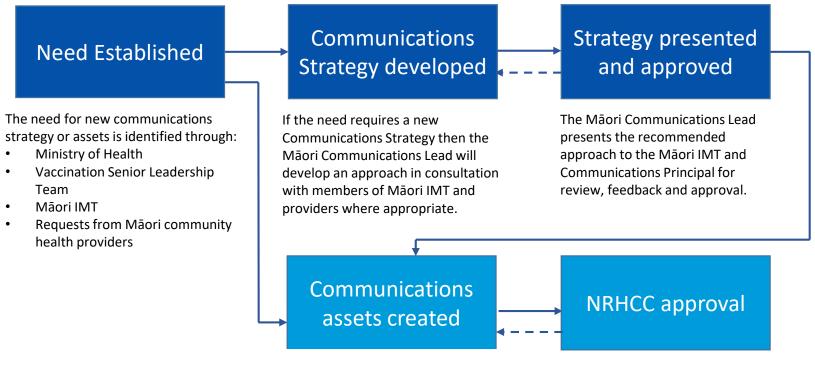
Communication Development and Sign-off Process – General

Communications Strategy presented **Need Established** Strategy developed and approved The communications lead presents If the initiative requires a new strategy The need for new communications the recommended approach to the then the relevant communications lead tools or materials is identified through: relevant leads for review, feedback will consult with the Māori Ministry of Health and approval including the Communications Lead, the Cause Vaccination Senior Leadership Vaccination Programme Director, Collective, the Asian and MELAA Team Māori Health Lead and Pacific Communications Lead and relevant Māori IMT Health Lead. operational lead to develop an approach. NRHCC Pacific Leads Community health providers Community representative groups Communications NRHCC approval assets created The relevant communications lead Assets are reviewed and approved consults on requirements with the Māori by NRHCC clinical leads where Communications Lead and operational required, then by the lead, and then manages the Communications Principal and development of the assets. Further Vaccination Programme Director. review/input may also be provided by the Māori Communications Lead as If additional edits are required, the assets may be resubmitted for final required. approval.



Communication Development and Sign-off Process – Māori



The Māori Communications Lead will consult with relevant stakeholders on their needs for the assets (e.g. Māori IMT or Māori health providers) and then oversee the production of communications assets using in-house and external talent.

This may include assigning another communications team member to develop the assets and then providing input/approval.

Assets are approved by NRHCC clinical leads where required, then by the Director of Māori Health and Communications Principal.

If additional edits are required, the assets may be resubmitted for final approval.

If the assets are produced for a Māori health provider, they will also provide review, feedback and approval.

The assets may be translated as required.



Communication Development and Sign-off Process – Pacific

Communications Strategy presented **Need Established** Strategy developed and approved If the initiative requires a new The Cause Collective presents the The need for new communications Communications Strategy then the recommended approach to the strategy or assets is identified through: Communications Principal will brief The Communications Principal and Ministry of Health Cause Collective on the initiative and Pacific Vaccination Lead for review, Vaccination Senior Leadership ask them to develop an approach that feedback and approval. Team meets the cultural and language needs NRHCC Pacific Leads of the Pacific community. Requests from Pacific community health providers The Cause Collective Communications NRHCC approval assets created Assets are reviewed and approved The Cause Collective oversees the production of communications assets by NRHCC clinical leads where required, then by the using in-house and external talent. Communications Principal and Pacific Vaccination Lead. In some cases, a member of the NRHCC communications team may produce a If additional edits are required, the first draft of the communications assets

and will send this to The Cause Collective

for review, input, further development

and approval.

assets may be resubmitted for final

The assets are then translated as

approval.

required.



Communication Development and Sign-off Process – Asian and MELAA

Communications Strategy presented **Need Established** Strategy developed and approved If the initiative requires a new strategy The recommended approach is The need for new communications then the Asian and MELAA presented to the Communications strategy or assets is identified through: Communications Lead will develop an Principal and Vaccination Ministry of Health approach that meets the cultural and Programme Director for review, Vaccination Senior Leadership language needs of the relevant feedback and approval. Team communities. This may include seeking DHB Asian and MELAA leads input from other Asian and MELAA DHB Asian and MELAA stakeholders representatives. Communications NRHCC approval assets created Assets are reviewed and approved The Asian and MELAA Lead oversees the by NRHCC clinical leads where production of communications assets required, then by the using in-house and external talent. Communications Principal and In some cases, a member of the NRHCC Vaccination Programme Director. communications team will produce a If additional edits are required, the first draft of the communications assets

and will send this to the Asian and

MELAA Communications Lead for review, input and approval.

assets may be resubmitted for final

The assets are then translated as required for the relevant audiences.

for approval.

NRHCC