

The Communications team sits within the Chief Executive's Office and is led by **Stephen Wilson**, Head of Chief Executive's Office.

We support the PHA by developing and delivering clear, accurate, and accessible communication-both inside the organisation and to the public.

## **What we do**

Our team works across the PHA to ensure consistent and effective communication. We are a multi-disciplinary group that works on development, production and delivery of:

- Public health campaigns and information
- Website content and digital design
- Corporate communications and media relations
- Print and digital publications

## **Our approach**

We tailor messages to different audiences, recognising that not everyone accesses or understands information in the same way. We take care to make sure:

- Information is accessible and easy to read
- Communication meets the needs of different communities
- We follow principles of equality under Section 75 of the Northern Ireland Act.

We are committed to high-quality, inclusive communication, and we aim to use the latest tools and best practice in everything we do.

## **Processes, priorities and responsibilities**

Through this proactive approach we are establishing the appropriate communication processes, priorities and responsibilities for the PHA that will support everyone within the organisation to ensure effective communication that will in turn ensure our external communications are appropriate, professional and effective.

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