

Terms of Reference for the Media and Communications Task Group

11.07.08

Purpose of Meeting

The focus of the group is to facilitate and develop a range of social marketing techniques and approaches to deliver an integrated programme of publicity and campaigns to improve the sexual health and well being of the local population.

The group will work as a partnership to ensure a co-ordinated and consistent approach in media and communications as part of the local teenage pregnancy and Sexual Health and HIV strategies in Barnsley.

Objectives

- Communicate the key changes in service delivery and improvements to both staff and the general public
- Deliver messages about available services and how they can be accessed
- Promote condom usage and safer sex
- Enhance the provision of sexual health services through consultation and evaluation and improve uptake of services
- Promote a broad understanding of sexual health and sexual relationships that encompasses emotions, attitudes and the social context
- Communicate effectively both within and outside the PCT, BMBC and voluntary and independent sector
- Work proactively with the local media
- Deliver consistent messages about pregnancy and sexual health including the five key messages for young people (TPU)
- Empower people with the knowledge and skills to delay first sex, make informed choices and practice safer sex
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