



NHS Scotland National eRostering Program Communication Kits

Edition 3
July 2022



This kit has been specifically designed to assist NHS Scotland health boards that are introducing their new eRostering solution as part of the national program.

Please only use this kit if you are part of this program.

Top tip: use this kit in line with our communications planning tool, Step 1 of the Communications Vault.

eRostering Program Comms Kit

Purpose of Communication Kit



When introducing your new eRostering solution, you will need to communicate to your workers from a health board level to let them know about the program of work and what they need to do. Depending on who they are, they may only need to be aware that it is happening and not do anything about it.

- **From:** Health boards
- **Communicating to:** Frontline Workers, workers in health board
- **Purpose:** to inform and provide knowledge about upcoming eRostering program that is being introduced at your health board, covering what it is and benefits it will have for anyone.
- To help you do this, we have provided a dedicated **NHS Scotland eRostering Program Comms Kit**.
 - Help to inform your frontline workers about the upcoming program work
 - Full list of items in this kit can be found on the following pages.



- Assets are split into creating awareness, providing knowledge and additional, to help you align your communications planning to what you execute.
- More details on each are provided on the following pages:

Awareness

- A2 Posters
- Email Signatures
- Screensavers
- Social Media Imagery

Knowledge Assets

- Key Messaging Framework
- Infographic

Additional Assets

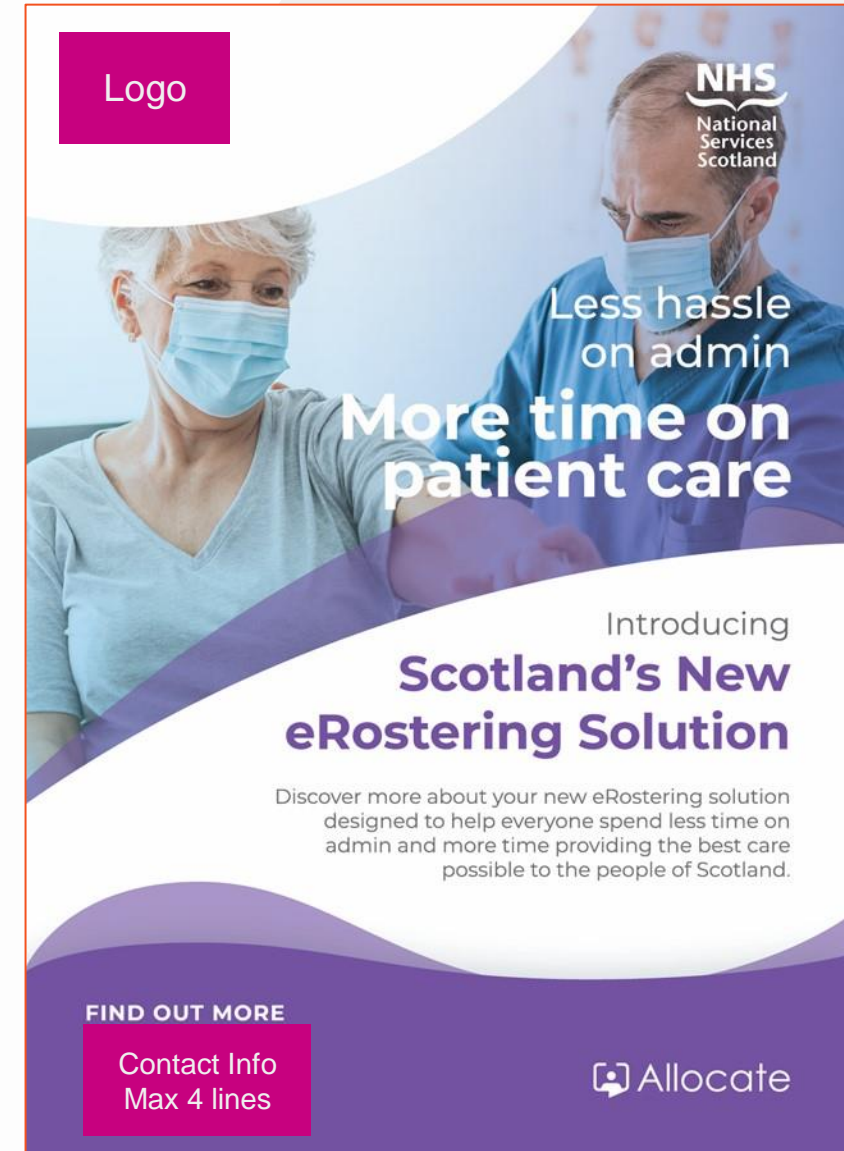
- Product Screenshots

Awareness Assets

Print Item: A2 Posters

- Posters to be used on notice boards and break areas to help drive traffic to find out more information about the eRostering program.
- Available in 5 different themes to reflect different audiences you want to communicate with.

Can this be personalised?	Yes
What can be personalised?	<ul style="list-style-type: none">• Logo• Contact Info
Who personalises it	Comms Vault Team
Supplied Format	A2 Print ready file



Awareness Assets

Print Item: A2 Posters



Theme 1



Theme 2



Theme 3



Theme 4



Theme 5



Theme 6

Awareness Assets

Digital Item: Email Signatures

- For attaching to the bottom of email signatures to promote the program. Includes a 'call to action' to find out more information.
- Available in 5 different themes to reflect different audiences you want to communicate with.

Can this be personalised?	No
Supplied Format	Jpeg



Awareness Assets

Digital Item: Email Signatures



Theme 1



Theme 2



Theme 3



Theme 4



Theme 5



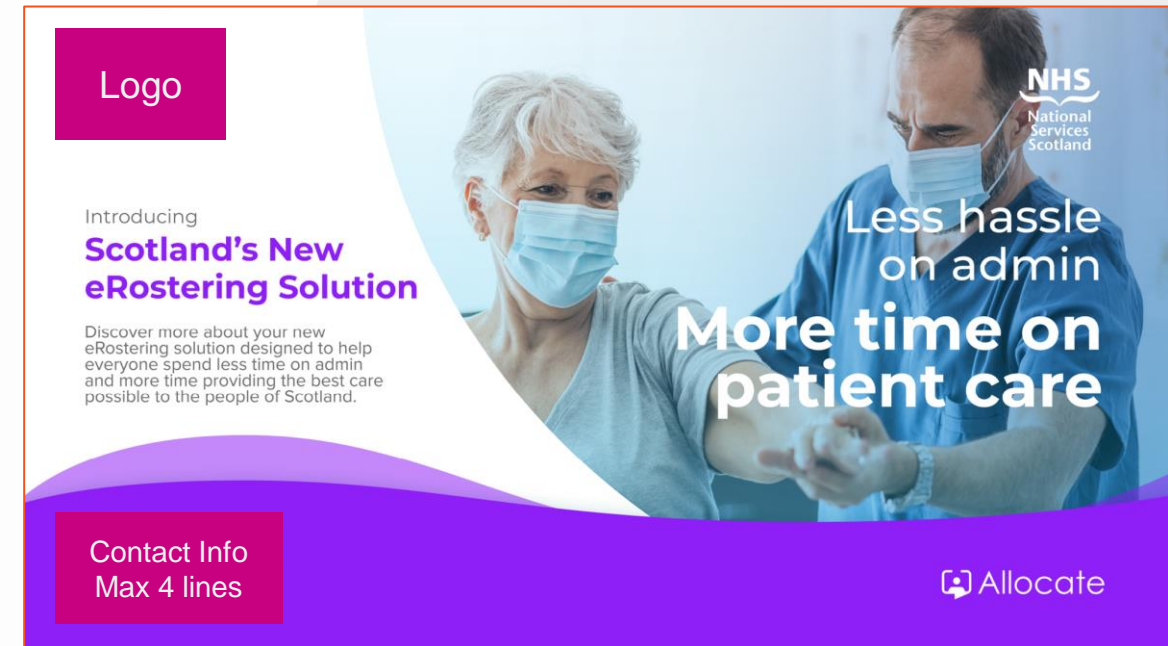
Theme 6

Awareness Assets

Digital Item: Screensavers

- For locked workstations or digital presentations screens
- Available in 5 different themes to reflect different audiences you want to communicate with.

Can this be personalised?	Yes
What can be personalised?	<ul style="list-style-type: none">• Logo• Contact Info
Who personalises it	Comms Vault Team
Supplied Format	Jpeg 16:9 ratio

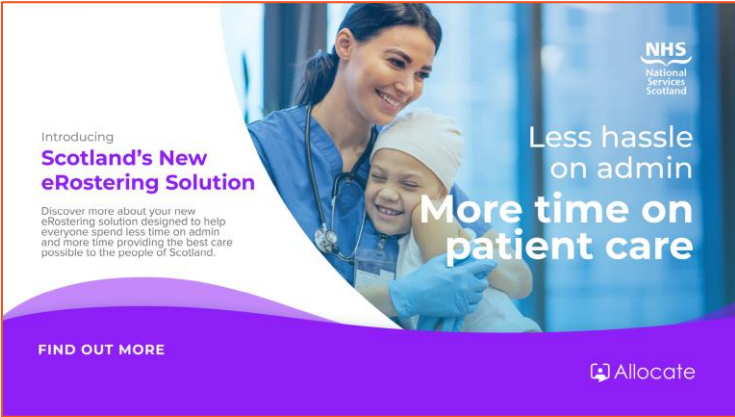


Awareness Assets

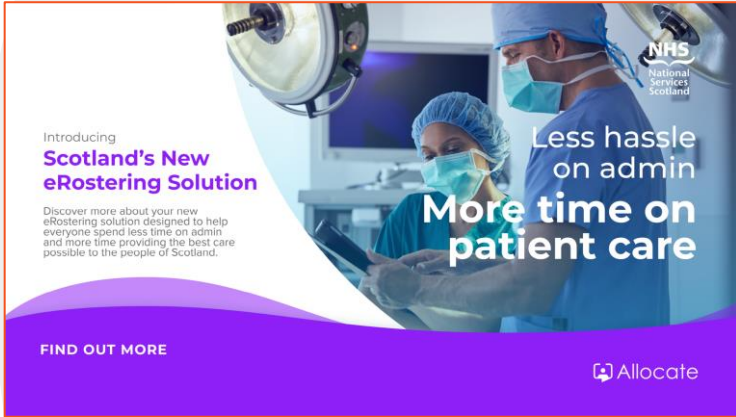
Digital Item: Screensavers



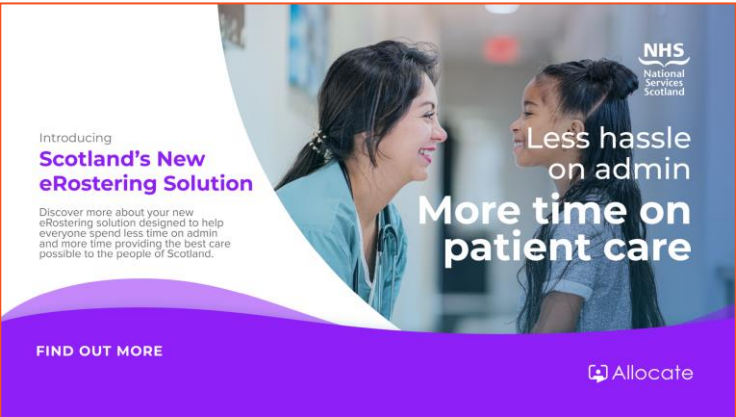
Theme 1



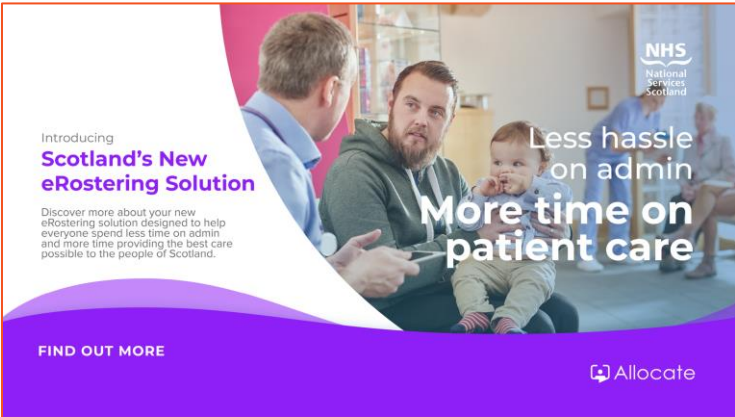
Theme 2



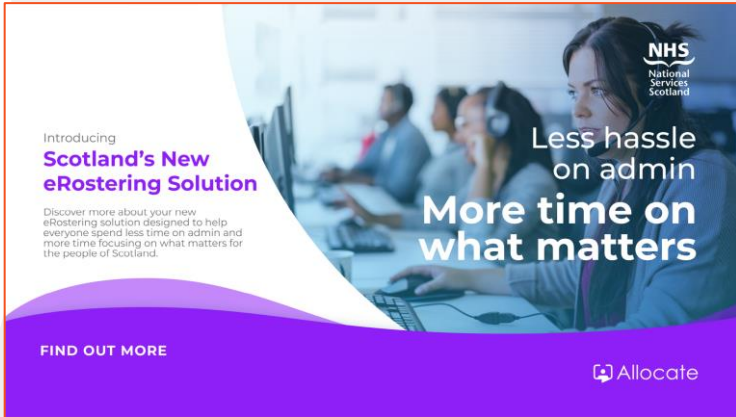
Theme 3



Theme 4



Theme 5



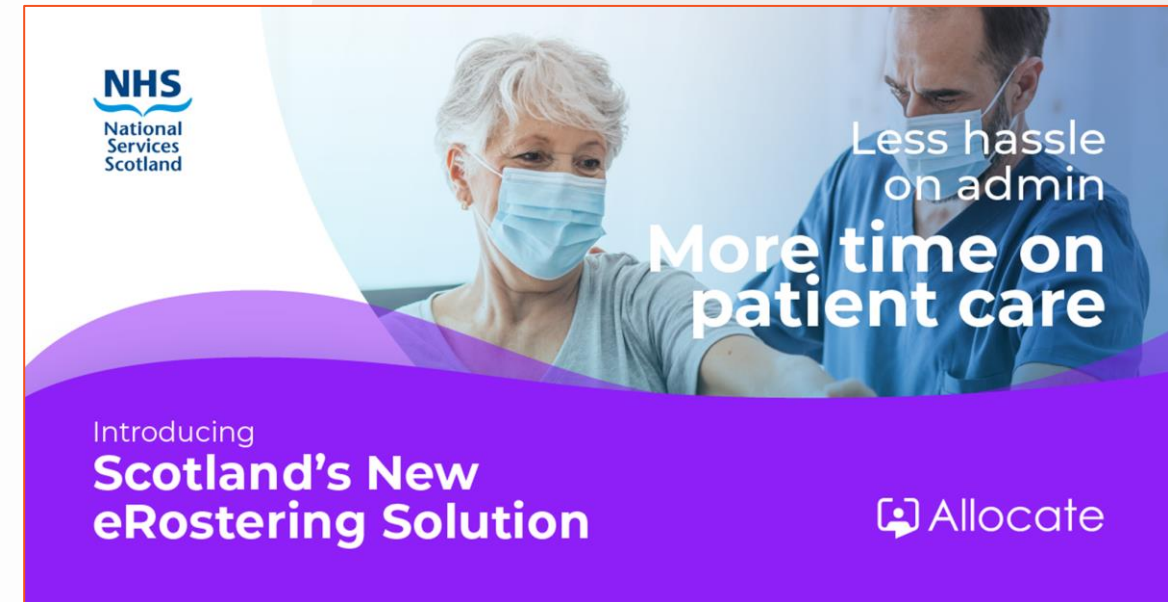
Theme 6

Awareness Assets

Digital Item: Social Media Imagery

- Do you have social media to promote news to your workforce? These images can help get across your message about the program.
- Available in 5 different themes to reflect different audiences you want to communicate with. Use as a single image or in a series.

Can this be personalised?	No
Supplied Format	Jpeg

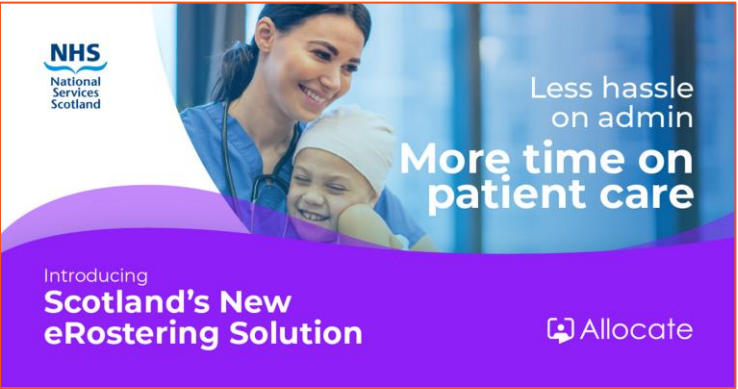


Awareness Assets

Digital Item: Social Media Imagery



Theme 1



Theme 2



Theme 3



Theme 4



Theme 5



Theme 6

Knowledge Assets

Written Template: Social Media Imagery

- To help create a central location for all information about the program, the Key Messaging Framework holds the information you need to write the content about:
 - the program,
 - the products that make up the solution,
 - the benefits of the program.
- It breaks down information on the products and solution into top level messages.

Can this be personalised?	Yes
Who personalises it	Yourself. Feel free to take the content and use it how you feel is right to use it as part of your Communications Plan.
Supplied Format	PDF

Scotland eRostering | Key Messaging

• Introduction

- Our new Allocate workforce management solutions will help us to improve our rostering practices and match staffing levels to our patient needs, so we can deliver a better healthcare service to the people of Scotland.
- It helps us to create complex, acuity-matched rosters quickly and easily, while giving our workforce access to their personal rosters, leave requests and other work life admin, at the click of a button. All this means everyone can spend less time on planning and more time on what really matters.
- The introduction of our Allocate's eRostering solution is thanks to the national eRostering program led by National Scotland Services (NSS). Its aim is to introduce a single national eRostering solution across NHS Scotland that will be a key system with national business systems and become the master system for leave management and recording time worked by staff.

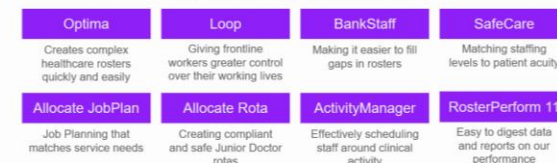


Scotland eRostering | Key Messaging

• What makes up our new eRostering solution?

- It's no underestimation when we say creating a healthcare roster is the most complex kind you will ever find. It's not just a case of assigning someone to a shift and you're done.
- As well as making sure staff are skill matched to the shift, balancing leave requests and filling gaps, to managing multiple different staffing groups and keeping track of budgets, the best rosters also ensure all employees are treated fairly and have access to their personal roster well in advance.
- To help do all this, Allocate's workforce management solutions are made up of several components that all have their own speciality that when combined, will help us to create a best-in-class solution.

Our eRostering solution suite:



Knowledge Assets

Written Template: Infographic

- To help explain the different products that make up the solution, this infographic visually breaks down what is included.
- Ideal for digital web resources and presentation slides.

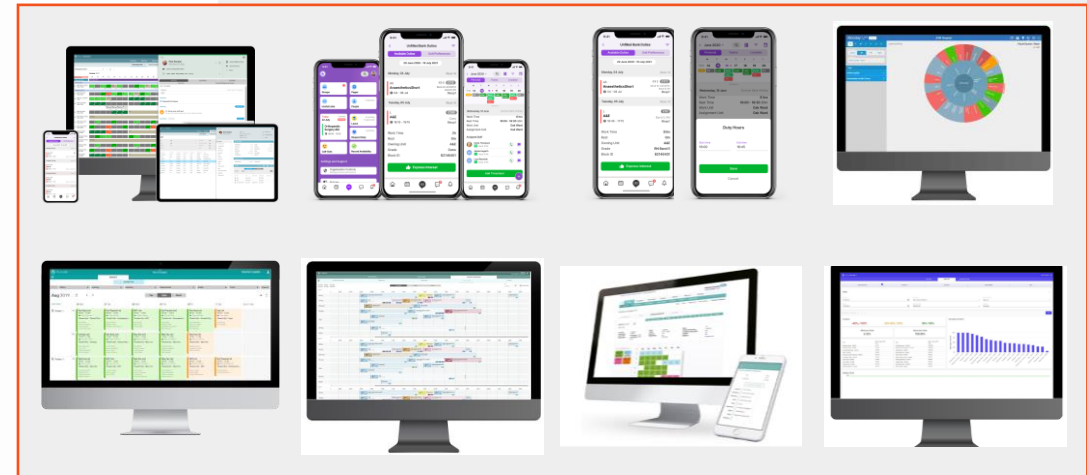
Can this be personalised?	No
Supplied Format	PNG



Knowledge Assets

Digital Assets: Product Screenshots

- A full collection of the product screenshots from across the solution range.
- Ideal for dropping into presentation slides or on internal webpages when talking specifically about a product.



Top Tips

Top Tips for your eRostering Program Comms



- Use the **Communications Planning tools** from the Comms Vault to help yourselves create a robust comms plan that reaches the different audiences you want to talk to.
- Have a **central, digital location** within your health board where you can place more information about each product. You can then use the awareness assets in this kit to get people to go to this location to find out more.
- If creating a central resource, use the messaging framework as your basis, and feel free to personalise as you need. IE: add in dates when you are going live, add some personal quotes from members of the team, etc.
- There are several version of awareness assets to help you target different audiences. They all have the same message but the imagery has been made relatable to different audiences. IE: if you are communicating this message to an area that is specifically nurses, use the assets that feature nurses.
- You should be communicating widely that the program is starting ahead of any implementation work or when staff need to do something, such as download Loop.

This kit has been developed with these top tips in mind!



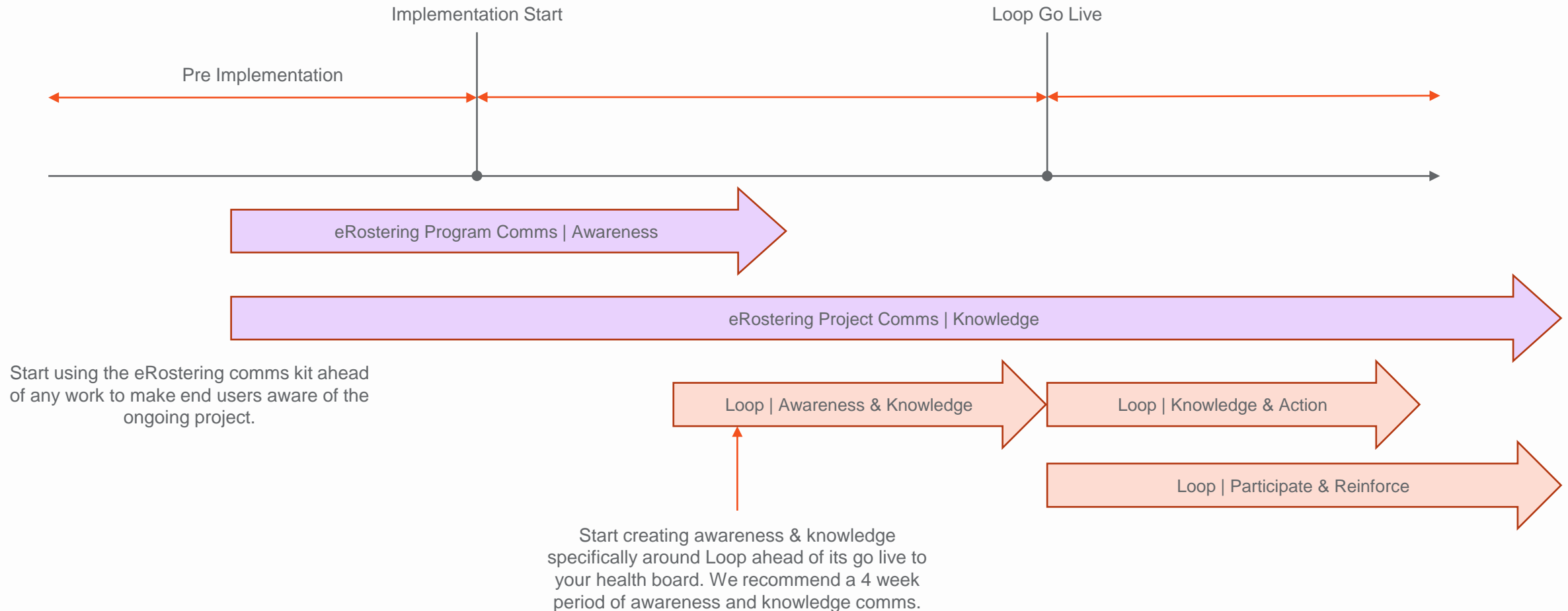
Additional 'Launching Loop' Communications Kit

- Most of your frontline workers will need to use Loop to access their roster, book leave, request bank shifts and more. We have developed a specific kit for Loop that allows you to drive awareness of what Loop is and how to download it and use it.
- There is a bespoke Loop Comms Planning Kit and Loop Communications Catalogue that can be found in the Comms Vault.

Final Top Tip

- When using the eRostering program kit and the Launching Loop kit, think about what communication kit you use and when. The next page gives you an example of how you can use the two different communications kits together.

When to use the different Communications Kits



For more details, refer to the Loop Comms Planning Kit and Catalogue



If you have any questions or feedback these assets, we are happy to help. Please contact:
comms-vault@allocatesoftware.com