

Deployment and Communications Concurrence Form

Item Title	Dog Awareness Week 2020
Item Owner	Nicholas Burns
Planned Deployment Date	6 th July 2020
Draft Materials to be Submitted to Nick Burns by	19 th June 2020
Stakeholders consulted (e.g CWU/CMA/SME's)	Dog Working Group / CMA and CWU
Business Units Affected	PFW and RM Letters
Overview of Deployment Item	
<p><i>A program of communications to raise awareness of dog attacks internally and externally. This has been held annually since 2012. This will be our eighth successive Dog Awareness Week. We are again appealing to dog owners to ensure they understand the impact of dog attacks on postmen and women as they cannot carry out their deliveries.</i></p> <p><i>Royal Mail is committed to ensuring the welfare and safety of our people who provide a valuable service to our customers across the length and breadth of the UK and in every community.</i></p>	
Objective	
<p><i>To raise the profile of dog attacks with the public and actions our employees can take to AVOID them, the impact that they have on our employees and what customers can do to reduce the risk of dog attacks occurring.</i></p>	
Specification (to include: format, communication channels etc.)	
<u>Internal Comms</u>	
<p><u>Plasma Screens</u> – Internal screens used to display key messages particularly the AVOID Message.</p> <p><u>Courier</u> – Article on Dog Awareness to feature in the June and July/August editions.</p> <p><u>RMtv July 5th</u> – Featuring Dr Shaun Davis talking about responsible dog ownership and Interviews with frontline employees.</p> <p><u>RM Radio</u> – Interview with Dr Shaun Davis on responsible dog ownership/ Michael Munn from the Legal team talking about the work they do to support prosecutions and Freddie Warnock on his experience in the business dealing with dog attacks and where we have come from as a business with these.</p> <p><u>Intranet Articles / Workplace / My Royal Mail</u> – One Story to feature each day on the intranet, stories will cover employees who have been bitten, the dog attack reporting process, interviews with dog behaviour specialists, police liaison officers and Dr Shaun Davis. Paddy O Hara Police Chiefs Liaison Officer.</p> <p><u>Posters</u> – Internal and External Posters to be made available on the SHE SharePoint and hard copies sent to units in time for display week beginning the 6th July.</p>	

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Payslips – Friday 3rd July – Message to refer Employees to the campaign

Functional Update – Huddle Message sent asking managers to brief a message each day.

Internal SharePoint Site – All the information used in the campaign located in one place.

External Communications

Social Media – We will utilise Twitter and Facebook to send out messages advising dog owners what they can do to help reduce the risk of dog attacks to our employees.

Newspapers/TV/Radio – The success of coverage on these channels will depend on the number of case studies that are collected from the regions and the number of enquires the press office receives from the press.

Postage Mark on Letters – Referring customers to our external website where there is guidance on what they can do to help us carry out deliveries safely.

Action required by others

All the SHE team can assist by coming forward with dog attack cases from across the country to support the requests we receive from press agencies.

Links and attachments

These will be arranged with support from the comms team and others within the SHE team.