

KCTD
KWAZULU NATAL CUBAN TRAINED
DOCTORS

COMMUNICATION POLICY

PUT TOGETHER BY
HEAD OF COMMUNICATIONS

DR NMT GUMEDE

2018/19

KZN Cuban Trained Doctors (Community Oriented Health Practitioners-COHP)

Head of Communication

Enquiries: Spokesperson
Dr NMT Gumede
0785702519

Roles: as described in the roles and responsibilities of the KCTD policy document

1. Effective communicating KCTD strategy and objectives
2. Communicate the decisions of KCTD
3. Assist Treasurer
4. Assist in the office of the Chairperson and Secretary as Head of Communication of KCTD.

Duties and Responsibilities (practical Duties):

- In order to communicate with the media, a spokesperson has to arrange and attend press conferences and appear for media interviews
- He must correspond with individuals and groups and constantly interact with others so as to keep a smooth flow of information between a organization and the public
- Being the public face of an company, he is required to travel frequently
- In case of any disaster or a scenario where the organization or company's reputation is on the line, a spokesperson has to handle some damage control measures, thereby assuring the public and stakeholders that they need not worry
- In order to convincingly assure others, he must be aware of the organization's policies, strategies and know what stand to take so that a positive public image of his company is maintained

Vision:

Mission:

Core Values:

KCTD branding is the consistent image created by this office ranging from letterheads, business cards, brochures, newsletters and documentation as well their visual communications such as flyers, wall banners and vehicle branding.

The elements that make up a corporate identity include the consistent use of a limited number of typefaces, type sizes, colours, graphics, and logos

These elements typically appear in the same position and at the same size on all corporate documents.

KCTD would like to spell out very clear and unambiguously what is to be done in terms of its corporate branding. This document has been developed to assist members and the committee to build a strong and coherent KCTD brand.

KCTD branding may not be overlapped or blended with any other visual object.

KCTD slogan:

This is the only slogan to be used in all the KCTD communications. Members are not allowed to come up with their own slogans.

KCTD document may only be typed in one typeface: Times New Roman, a different weights of Times New Roman can be used for different applications to add interest as well as emphasis, except stationery which must be exactly as the attached samples.

Generally the KCTD will be named in English in all correspondence and stationery. If any other language is used this will require prior authorisation from the communications office.

All Members and Committee members must use the templates as attached in this communication. which will be available as a soft copy and also a hard copy for reference.

1. Letterhead
2. Internal Memo
3. Agenda
4. Powerpoint Template
5. Programme Template
6. Minutes Template
7. Attendance Register Template
8. T-shirts

Cobranding is not permitted unless there is prior authorisation e.g.. in events (if another organization has contributed financially)where this is does not over shadow KCTD logo KCTD logo is not 2/3 smaller than other logos

If KCTD host a the event, this logo must assume the position of priority within the group of brands unless when the other brand is a National CTD logo.

Main principle that must guide this organization:

KCTD Spokesperson is the face of the organization

The organization must always speak in one voice

Communication is the sole strategy that will be used to inform the public about our strategies

This office will assist members to communicate the planned meetings at the earliest convenient time using appropriate channels of communication.

Promote and Advocate for Primary Health Care

Increase knowledge about the organization and what it represents in the province

Advocate for Universal Health Coverage and access to Health care services

Ensure regular updates on the events held by the organization

Promote all the members who have achieved milestones.

Increase the public awareness about the KCTD

Messengers:

Primary Messengers: Chairperson and the Spokesperson

Secondary Messengers: Delegated member of the Committee

Tools of communication

Chairperson and Committee members (Emails , social media, Skype meetings, contact meetings and Telecommunication)

All other members of KCTD (Social Media, Emails, Meetings)

Other organisations (Emails, official letters, Telecommunications)

Media (Telecommunication, TV, Radio, newspapers, press release, media briefing)

Community Engagement

Trabajo voluntario- (Dispensarizacion/screening of Non Communicable Diseases)

Analysis de situación de Salud (Community Diagnosis)

Marching with other organisations with similar objectives. RUDASA, SAMA, JUDASA, RHAP etc

Plan for the Permanent Committee:

Publish a Magazine, with all the KwaZulu Natal Cuban Trained Doctors. History and the Statistics.
Appraisals of Doctors that have achieved something like new positions, or passed registrar exams
etc.

Dr NMT Gumede

Head Of Communications

KwaZulu Natal Cuban Trained Doctors

28 November 2017