

INTERNATIONAL NETWORK HEALTH TECHNICIANS EDUCATION (RETS)

WORK PLAN - COMMUNICATION 2018-2021

PRESENTATION

This Work Plan summarizes the objectives, actions and strategies described in the Communication Plan 2018-2021, which aim to contribute to RETS, constituting itself as an important strategy of articulation and technical cooperation between institutions directly or indirectly linked to the education of technicians, to fully fulfill its objective.

General objective: to contribute to the achievement of the objectives of RETS, expressed in the 2006 Regulation:

- I - Share information and knowledge related to the areas of Health, Education and Work;
- II - Identify problems, needs and common interests related to education of health professionals, looking for alternatives that can be shared;
- III - Promote articulation between member institutions to expand and strengthen its teaching, research and technical cooperation activities;
- IV - To promote the development of research in partnership between member institutions;
- V - Give visibility to the current situation of training of technical workers in the health area, favoring the identification of educational trends and needs;
- VI - Share methodologies and technological resources for the activities of teaching, research and technical cooperation related to the education of health technicians;
- VII - To promote the exchange of teachers and students of technical training between member institutions with a view to expanding and strengthening the educational process.

Specific objectives:

Objective 1: *Enhance communication between the Executive Secretariat and its members in order to enable more efficient management of RETS and their subnetworks and facilitate communication among members, to stimulate joint work and bilateral or multilateral cooperation actions .*

Specific objectives	Actions/Strategies ¹	Responsible	Term/Periodicity
1.1. Keep the registration data of member institutions updated	Improve the map of member institutions in order to make it a common and easily accessible tool for management and communication within RETS.	Executive Secretary	March/2019
	Send members request for update of registration	Executive Secretary	Every six months or when any change is communicated to the ES.
	Send to all members the updated map		
1.2. Expand the internal flow of information and foster communication actions within the Network.	Create and maintain a network of communication ² contacts that allows to increase the internal flow of information and to foment communications actions within the Network.	Executive Secretary, members and partners.	Permanent action
	Implement new mechanism(s) of internal communication with institutional focal points.	Executive Secretary	March/2019
	Update the RETS ³ working Kit, to be sent to the old members and new members of the Network.	Executive Secretary	March/2019
1.3. Expand the use of communication and information technologies to	Conduct Virtual Meetings of the Network and its Subnets for more frequent evaluations of the Work Plan, realignment of actions and agreement of new goals that are necessary.	Executive Secretary, members and partners.	According to deadline to be defined by the members

¹ All proposed actions / strategies will be the subject of specific projects, to be presented and discussed with the representatives of the member institutions.

² This network can be made up as a Whatsapp (or similar) group or closed Facebook group, in order to make the contact between its components and between them and the RETS communication team more flexible.

³ Complete material about the proceeding and functioning of the RETS (Regiment, Work Plan, etc.), RETS Member Certificate, digital files with dissemination material that can be printed and distributed locally when appropriate; guide of communication within the Network (what tools exist, what is its purpose, how to use them etc.).

<p>strengthen the articulation between member institutions, partner organizations (CPLP, PAHO and others) and other Networks that interface with RETS (e-Portuguese, RUTE Network, etc.), in order to increase the possibilities of work set.</p>	<p>Promote virtual meetings⁴ to discuss specific topics, build joint actions, evaluate the development of actions already agreed, etc.</p>		<p>According to the progress of the projects.</p>
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Objective 2: Expand and improve communication between the Network and society to increase the visibility of issues related to the development of the health workforce and national and global health issues, as well as the work carried out by the Network and its members.

<p>2.1. Make RETS 'website an information reference in the field of training of technical workers in health, national health policies and actions, and global health issues.</p>	<p>Review and update the institutional content of the website.</p>	<p>Executive Secretary</p>	<p>February /2019</p>
	<p>Implement a daily content update routine, with your own or other source material.</p>	<p>Executive Secretary</p>	<p>Permanent.</p>
	<p>Create a calendar of national and international events, especially those organized by member institutions and other partners.</p>	<p>Executive Secretary</p>	<p>March/2019</p>
	<p>Create a specific area on the website for the dissemination of exclusive content (interviews, experiences reports, news stories, reviews, etc.)</p>	<p>Executive Secretary</p>	<p>March/2019</p>
	<p>Conduct periodic evaluations of the website⁵, disseminating its results to the members, in order to reorient the use of the tool if necessary.</p>	<p>Executive Secretary</p>	<p>Quarterly</p>

⁴ It is worth to evaluate existing resources, free of charge and available to all.

⁵ Through Google Analytics.

2.2. Strengthen the electronic newsletter of RETS as a strategic tool for the dissemination of the site and capillarization of information on topics of interest to the Network.	Publish biweekly newsletters.	Executive Secretary	Permanent
	Work proactively to increase the subscriber base of the newsletter in close collaboration with partners.	Executive Secretary, members and partners.	Permanent
	Post Special Bulletins to disseminate exclusive content or for specific calls.	Executive Secretary	Permanent
	Carry out periodic evaluations of the database increment and the effects of publication in the newsletter in the site statistics.	Executive Secretary	Quarterly
2.3. Intensify the use of RETS social media and strengthen the integration between them and the site.	Feed the Facebook RETS profile daily with content posted on the site or with third party content sharing to ensure increased visibility of RETS on the users' timeline.	Executive Secretary	Permanent
	Strengthen relationships ⁶ with other networks, organizations and institutions, especially members, to ensure immediate access to information that can be shared across the Network.	Executive Secretary	Permanent
	Evaluate new possibilities of using YouTube, currently only used as a repository of videos of RETS events.	Executive Secretary	January/2019
	Conduct periodic evaluations of the use of social media, through tools and mechanisms available in the media themselves.	Executive Secretary	Quarterly
2.4. Disseminate qualified information and scientific knowledge related to the areas of Health, Education and Work.	Conduct Virtual Seminars, with Internet transmission and simultaneous translation.	Executive Secretary	Semiannually (?)

⁶ This strengthening involves intensifying actions to enjoy, follow, share and comment, among others.

Objective 3: Strengthen the institutional image of the Network, making it a reference in its area of action and broadening the reach of its actions.

3.1. Involve members and partners, enabling them to act as agents of dissemination and strengthening of the institutional image of the Network.	Develop a small, standardized presentation about RETS that can be distributed to members for exhibiting at third-party events and other strategic spaces.	Executive Secretary, members and partners.	May/2019
	Send banners and links of RETS and RETS-CPLP to partners for disclosure on the websites of their institutions as a way to reaffirm their participation in the Network and attract visitors to the site ⁷ .	Executive Secretary	December/2018
	Update the dissemination materials of the Network (printed and in electronic format), and make the files available for Network members to use when possible.	Executive Secretary	March/2019

⁷ This material can be part of the RETS Working Kit (Objective 1)