



Communication and Marketing Strategy

The Northumberland IASS (Information, Advice and Support Service) provides free, impartial, confidential and accurate information, advice and support for children, young people and their parents on matters relating to SEND (special educational needs and disabilities).

Aim: To ensure that all our partners are aware of the service and its remit, so they can use and/or promote it, as required.

Our partners include service users, potential service users, and key stakeholders from education, health, social care and the private, voluntary and independent sector. We will work closely with the Northumberland Parent Carer Forum, in promoting the service.

Who we will target when marketing the service:

Service users	Children and Young People with SEND and their parents
Education professionals	Schools and other settings, Inclusive Education staff, Portage, Sensory Support, Educational Psychologists, Libraries
Health professionals	GPs, Paediatricians, School Nurses, Health Visitors, CYPS, Primary Mental Health
Social Care professionals	Early Help, Social Workers, Disabled Children Team, Social Care Champions
Private, voluntary and independent sector organisations	Northumberland Parent Carer Forum and forums for Children and Young People with SEND, Support groups, charities for children and young people with additional needs (including specific conditions), Children's Centres, private, voluntary and independent providers

How we will promote the service:

Web-based information	Service website, Northumberland SEND Local Offer web pages, Northumberland County Council website, Northumberland Parent Carer Forum website, Council for Disabled Children website, Family Services directory
Electronic information	Service electronic bulletin, targeted promotional emails
Printed materials	Service flyers (aimed at different audiences), information leaflets, posters
Social Media	Service and service partners' Facebook pages
Face to face	Through attendance at formal and informal events and activities (e.g. information events, support group meetings, coffee mornings, etc.)

How we will ensure that our promotional materials and other information are accessible for service users:

We will work with service users and stakeholders, including the Northumberland Parent Carer Forum and children/young people forums, to ensure that the information we provide is easy to navigate, engaging, accessible, clear, user friendly and avoids the use of jargon. We will provide information in a range of formats, including video clips.

When we will promote the service:

Promotion of the service will be both on-going through our permanent platforms (websites and social media) and through targeted activities aimed at different audiences. We will produce a timeline for planned promotional activities at the beginning of each academic year which will incorporate specific events, for example:

- World Autism Day (2 April)
- World Dyslexia Day (4 October)
- World Mental Health Day (10 October)
- Anti-bullying week (11 – 15 November)
- World Disability Day (3 December)

Review arrangements

The impact of the strategy will be monitored through data collection and our service evaluation and reviewed on an annual basis through the service steering group.