

Cystic
Fibrosis Trust

Internal comms strategies

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Uniting for a life *unlimited*

About the Trust

Cystic Fibrosis Trust is the **only UK-wide charity dedicated to uniting for a life unlimited** for everyone affected by cystic fibrosis.

The Trust **funds cutting edge research, provides confidential advice, support, and information** on any aspect of cystic fibrosis, including help with financial support.

The Trust's work is only made possible by **generous donations from supporters.**



Our goals



Physically well

Together, we can live without the physical challenges of cystic fibrosis.



Mentally well

Together, we can manage the mental pressures of cystic fibrosis.



Fulfilment

Together, we can lead the life we want as part of a connected community.

Why do you need internal comms?

- Informing
- Motivating
- Influencing
- Connection to a cause
- Understanding organisational goals

Organisational background

Vision – Uniting for a life unlimited

Mission – we want to create a world where being born with CF no longer means a lifelong burden of care

Values – Together, Trusted and Unstoppable

Internal comms on a budget !

- ❖ When large scale intranets can be out of reach, how can comms professionals make the most of their existing digital tools to reach and engage employees with internal comms?

Making the office a welcoming and inspiring place + keeping staff well informed:

Use emails strategically – fortnightly newsletter; job adverts; urgent news (e.g. travel; building updates)

Other channels – All Staff teams updates; encourage all teams to post

Fortnightly all staff CEO calls/ updates

Trust tea+ coffee mornings [30minutes] hybrid

Flash Talks – team updates [15-30 mins]

File sharing – Box/ internal documents and policies

Engaging staff

Building **inclusive** internal communications to create a sense of **community and belonging** - to both the organisation and cause

How?

- Use **diverse voices** from all backgrounds, levels, and locations
- **Imagery:** Photos and videos that are authentic to people
- **Employee stories:** use personal stories to bring to life the diversity within the organisation

Multi-Channel Approach

Different ways for employees to receive and engage with information:

- **Text-based** (emails, newsletters)
- **Visual** (videos, infographics)
- **Audio** (podcasts)
- **Interactive** (virtual events, discussion boards)

Two-Way Communication

Feedback: Create safe, accessible spaces for all staff to share their thoughts e.g Employee rep group; Employee committee – staff can feed back thoughts and concerns to SLT (meet regularly with CEO)

Co-Creation Opportunities

- Involve employees in developing communications – e.g. internal comms working group
- Create joint projects that bring together people from different backgrounds and departments

Celebrate Diversity

Cultural calendar: Recognise and mark a range of cultural celebrations and awareness day

Educational content: Share information about different cultures, perspectives, and experiences

Success stories: Highlight how diversity drives innovation and success

EDI: align with internal DSG group

**Refreshing Digital Internal Comms
Strategies To Build Resilience
Through Change & Boost Employee
Engagement & Experience**

**Examples...
what the Trust did**

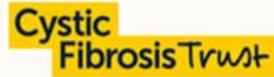
What we did	How it went	How it could be even better
<p>Making the office a welcoming, inspiring, and informative place</p>		
<p>Office environment</p>	<ul style="list-style-type: none"> •Updated new branding images and upcoming events info on screens •Providing regular snacks •Providing filter coffee 	<p>New branding signage around office</p> <p>Create new backdrop area for media / social media recording Boardgames</p>
<p>Trust tea and coffee mornings</p>	<ul style="list-style-type: none"> •Invited guest speakers and had a hybrid event- 4+ events so far (YAG/Podcast/ Psychologist) 	<ul style="list-style-type: none"> •Better visibility of speaker on screen

<p>Create more spaces for all staff to feel valued and seen</p>		
<p>Created internal comms working group</p>	<ul style="list-style-type: none"> •Chance for people from home and office to feedback on ideas/suggestions •Opening up a conversation with people across the Trust – different teams working together 	<ul style="list-style-type: none"> •More communication on teams channel going forward, reps nominating themselves for social activities
<p>Work with observation / awareness days group</p>	<p>Monthly catch-up group to look at national awareness days with content Calendar created</p>	
<p>Map for staff outside of London</p>	<p>internal comms reps to help facilitate organising regional meet ups;</p>	

- Ensuring **inclusivity** is at the heart of internal comms - inspiring community and belonging in your organisation



Staff newsletter -
content examples



Since 1964 | We won't stop until CF does



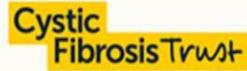
Happy Diwali!

Today we're wishing all of our colleagues and supporters a very happy Diwali!

Over on our blog this week, we shared Hetal's story. She told us why the Festival of Lights is her favourite holiday, as well as an insight into how the pandemic has affected celebrations over the last year.

Hetal's story [Diwali and CF: Hetal's story](#)





Since 1964 | We won't stop until CF does

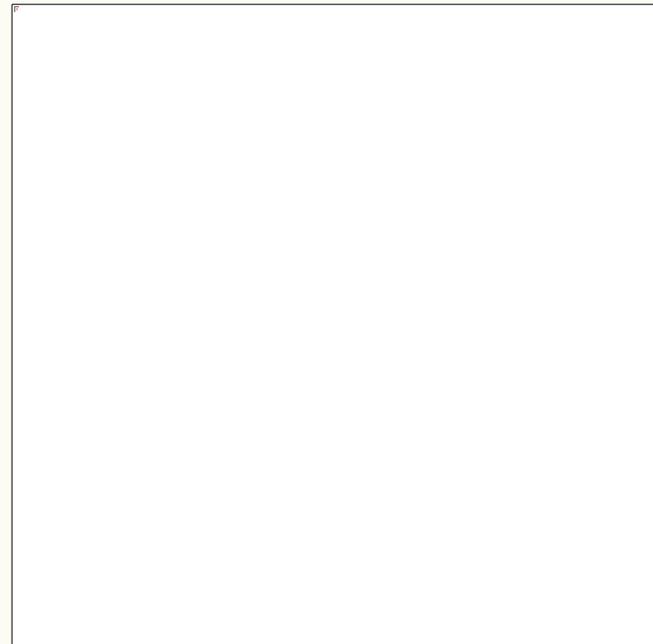
Trust talk

It's the most wonderful time of the year!

This week the fundraising team launched their latest Festive Fundraising pack!

So, whether you're celebrating Christmas, Diwali or Hanukkah, or just want to brighten up the dark winter months, there are lots of recipes, crafts and activities that everyone can enjoy this festive season, all while supporting the Trust.

Request your pack today!





Black History Month – Trust Talk

This Black History Month, we reaffirmed our commitment to being an inclusive organisation, sharing on our website how we are ensuring the work we do is accessible and relevant to the diverse CF community and their unique needs.

We also caught up with Etienne, who joined our Data and Quality Improvement team this year through Health Data Research UK, in partnership with the 10,000 Black Interns programme, and has since continued as a volunteer.

Etienne told us about his time spent working at the Trust and why he thinks programmes to support Black representation are so important.

"What Black History Month means to me" Etienne's story

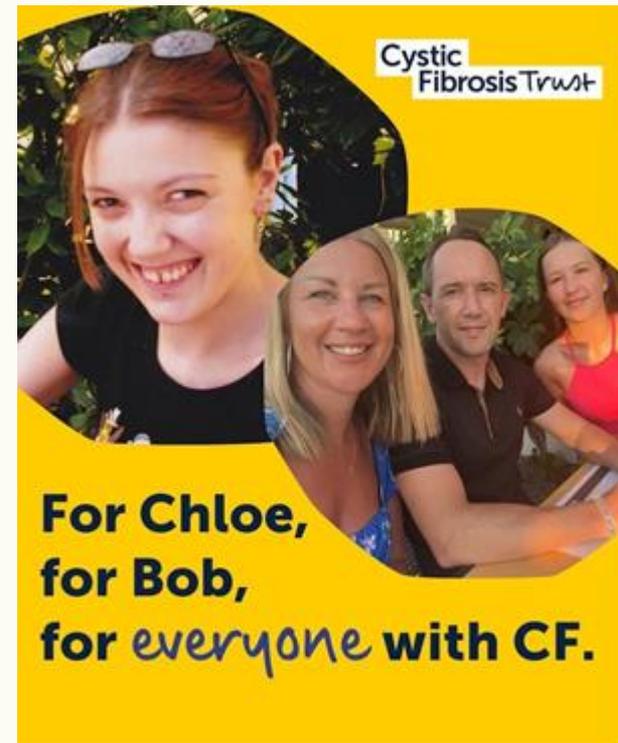
Etienne's story [What Black History Month means to me: Etienne's story](#)

Our spring appeal has launched!

This Monday we launched our spring cash appeal, to fund research into CF lung infections, so more people with cystic fibrosis can come home from hospital – or even avoid being admitted in the first place.

As part of the campaign, we spoke to Tom and Grace, who shared their daughter Chole's story. Chloe died when she was just 23, they wanted to support the appeal to raise awareness and highlight the importance of this research.

"Chloe was a very bright lassie and academically did very well. We had a normal family life, we'd get the CF out the way, and carry on. Chloe went to festivals when she was older and we would always worry but we knew she needed her independence. She left home at 18 and had a flat with her friend. She was a rebel – she had this stud in her bottom lip and her tongue, and pink streaks in her hair. It's what teenagers do, she just happened to have CF.



Pets' Corner

Meet Biscuit the hamster!

Human: Wendy

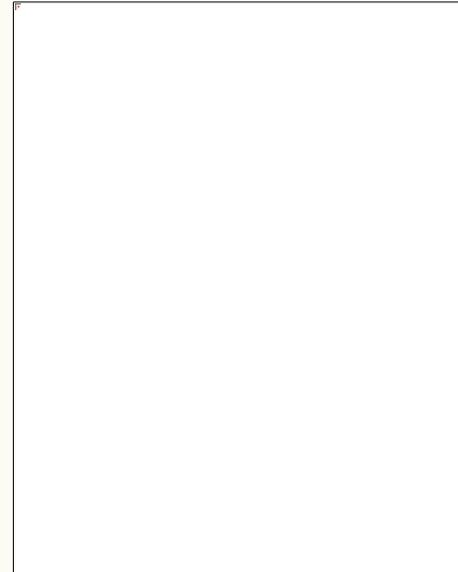
Likes:

- Running
- Food
- Sitting on shoulders thinking she is a parrot and not a hamster!

Dislikes:

- When we don't give her only the bits of food she particularly likes.

If you'd like your pet to be featured in Pets' corner, email Trust Talk with photos, likes and dislikes.



Measurement and Improvement

1. Quantitative measures of success

- scores in employee survey
- open rates of Trust Talk
- open rates of SMT update
- open rates of news round-up
- attendance at talks

2. Qualitative - Employee feedback – allow other channels for employees to feedback. Including – speaking to employee reps, staff rep meeting with CEO; CEO fortnightly all staff calls

Responding to feedback - example

All staff series recommendations: 4 per year

- One topic segment / theme for the session
- Online and in-person hosts
- Speaker from the community
- Strategy/ Quarterly update
- Values (Trusted, Together, Unstoppable) element; example of living a value led by a directorate ensuring representation/inclusion from all Directorates at each meeting
- Opportunity to mingle - important for Directors to be visible at the networking element of the larger events

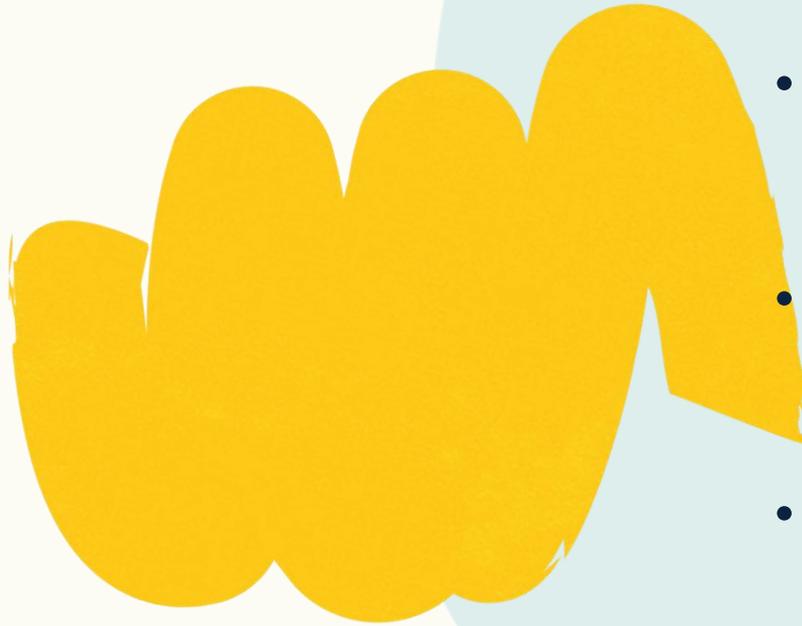
- All events must be hybrid
- Element of fun for December session (e.g. all staff quiz)
- Christmas offer: money given per head for team lunch to be used Dec – Feb, this to be clearly communicated to staff as part of the 'Festive package'
- Summer and December longer sessions will take place at an external venue and lunch will be provided for those attending
- Internal comms committee to lead on summer activity for after all-staff
- Directors, ask us anything session at either Summer or December all-staff

Celebrities

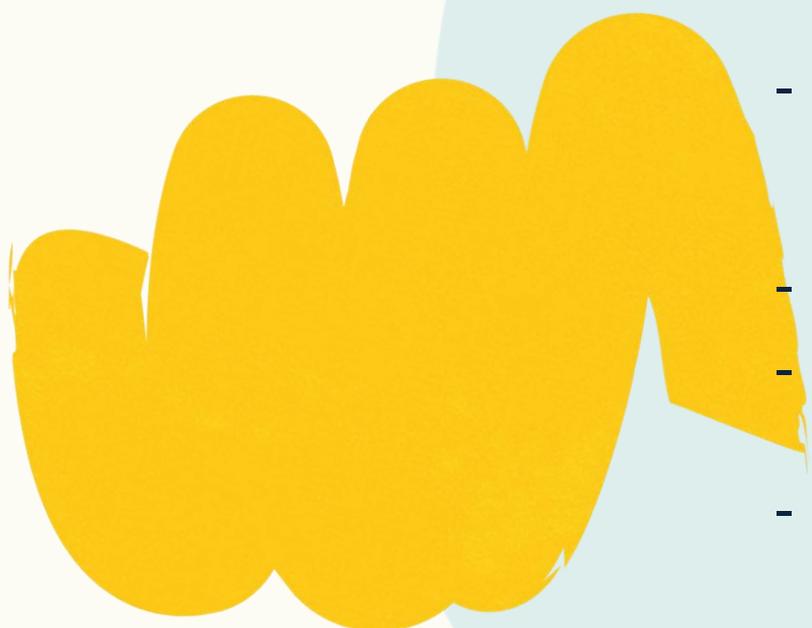
- Messages to staff –
Questions in Christmas quiz



Using internal comms to support change



- **Define your purpose** – background, set the scene and why change is needed
- **Identify stakeholders** – ensure staff feel included, and informed
- **Map the journey** - Outline the stages of transformation and communication needs at each point.
- **Bring staff on the journey with you.** Set out key dates.

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- **Create a compelling narrative**, connect the transformation to your origination's mission
 - **Use a mix of channels**
 - **Leadership visibility** e.g. SLT Q&A sessions
 - **Track internal sentiment** e.g. trust, understanding and engagement
 - **Be open and honest** and as **transparent** as you can be
 - **Regular comms**, even if no updates

External profile, 'Our Culture'

Flexible working at the Trust [Flexible working at the Trust | Our culture](#)

**Cystic
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Any questions?

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