

**ASSOCIATION FOR CLINICAL BIOCHEMISTRY**  
**STRATEGY FOR PUBLIC RELATIONS AND COMMUNICATIONS 2008 – 2010**  
**EXECUTIVE SUMMARY**

**Mission Statement**

“To establish the Association for Clinical Biochemistry as the leading organisation for clinical, scientific and professional development of Clinical Biochemistry and Laboratory Medicine in the United Kingdom and as a powerful voice worldwide”

**Objectives**

*The aim here is to identify the key business priorities of the Association on which we should focus our publicity and communications. Identification of the messages to be delivered and policies to be established will be facilitated by the relevant ACB groups and committees. It needs to be recognised that communication will include the significant past achievements of the Association and its members as well as the ongoing work to be undertaken in the duration of the Strategy.*

- Focusing on three target issues:
  - The harmonisation of clinical biochemistry and laboratory medicine in the interests of improved quality and patient safety.
  - The development of knowledge management as an educational programme to achieve good practice in the use of clinical biochemistry and laboratory medicine services.
  - Promoting work on future directions in clinical biochemistry and laboratory medicine.
- Gaining ownership within the Association
- Ensuring that changes in priorities or external influences are allowed for.
- Delivering the Messages

**Mechanisms**

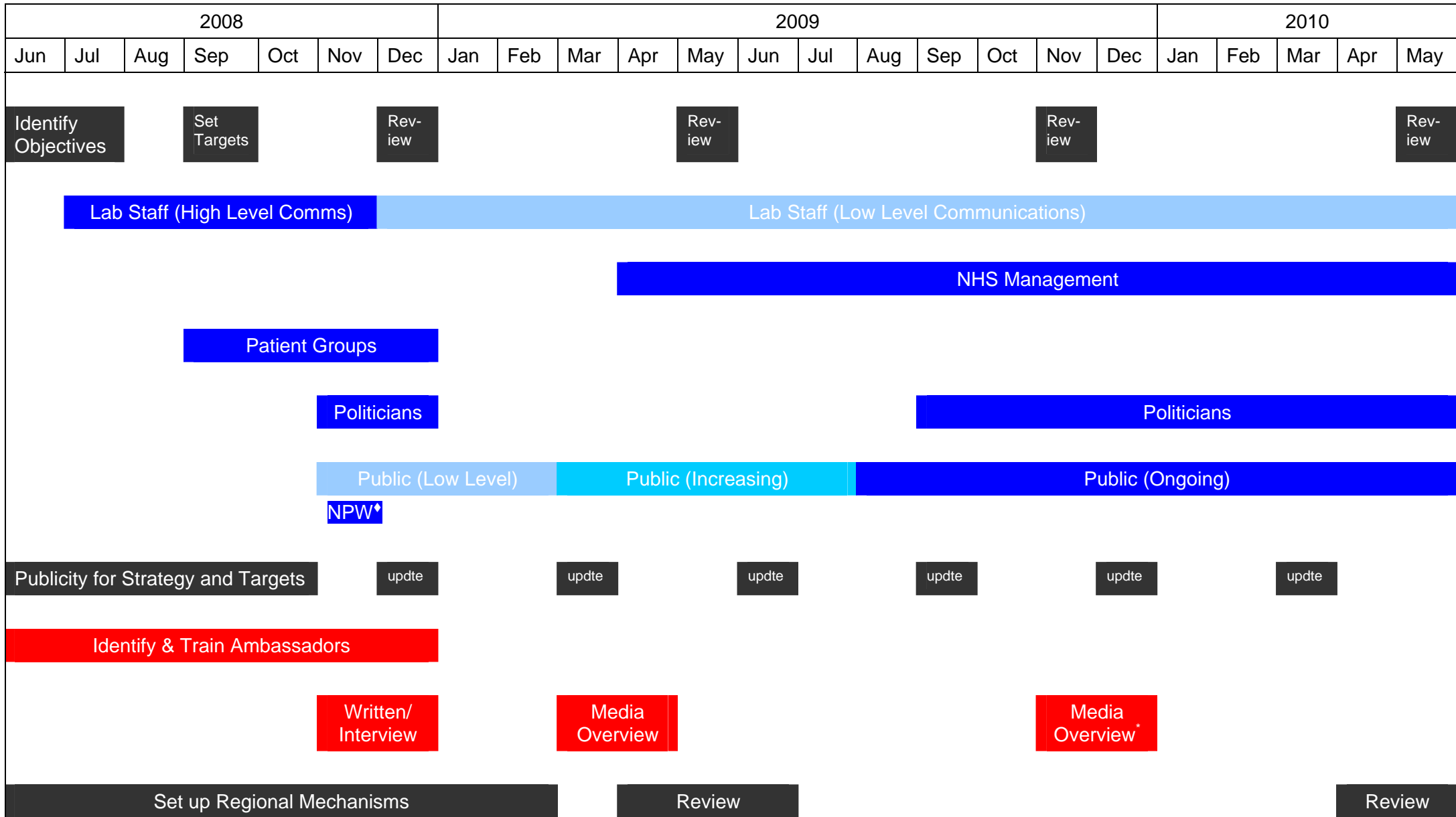
- Internal Communications to keep the whole of the membership informed and consulted in order to gain full ownership of the strategy.
- Establishing a profile with target audiences
  - NHS Management
  - Government
  - Public
- Promoting our key policies and responding to Government and Parliamentary inquiries and consultations that are in any way relevant to clinical science and laboratory medicine, attaching our own “branding” even where there has been collaboration with others.
- Maintaining a stock of up to date promotional material about clinical biochemistry and laboratory medicine *and sending it out when opportunities present themselves..*
- Participating in initiatives aimed at young people to arouse their interest in – and understanding of – science and medicine.
- Organising events that draw us to the attention of politicians and Government decision makers.

**Measuring Performance**

This will be done by setting targets to be achieved for each of the objectives. For example, taking the objective “Harmonisation of units and reference intervals” the target might be to achieve this for the “top twenty” most requested tests within the first year, the next thirty within the second year, and so on. The action plan includes provision for setting targets and regular review of achievement.

*J W O’Meara*  
*Government Affairs Officer*

ACB PR and Communications Strategy 2008-2010 Outline Implementation Plan



<sup>♦</sup> National Pathology Week 3 – 9 November 2008

<sup>\*</sup> Not included in initial funding