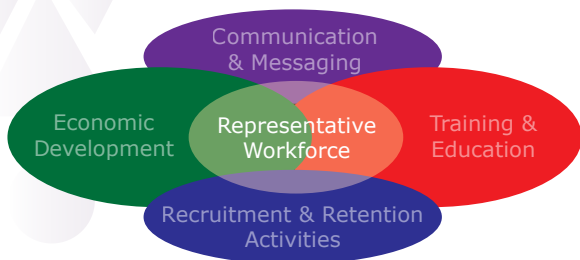


# Communication & Messaging



The aim of our Communications and Messaging is two fold.

- 1) To create a common understanding of the meaning of Representative Workforce throughout Saskatoon Health Region.
- 2) To create a workplace that supports a Representative Workforce by offering programs that enhances awareness, understanding and acceptance of diversity.

*Coming together is a beginning;  
Keeping Together is progress;  
Working together, is success.*  
- Henry Ford

*continued...*

### **Internal Communication Activities:**

- Create and foster internal partnerships to promote Aboriginal employment
- Provide current information about Representative Workforce initiatives in E-news announcements and hardcopy newsletters
- Distribute Representative Workforce brochure to increase visibility of Representative Workforce
- Subscribe to Aboriginal print media (ie journals)
- Communicate Representative Workforce strategy and initiatives through presentations to the Saskatoon Health Region Board, leaders and management
- Highlight Representative Workforce role models and success stories throughout the organization

### **External Messaging Activities:**

- Contribute articles to print media such as Report to community, Star Phoenix, etc.
- Circulate Representative Workforce information packages to partners and community agencies
- Host a Representative Workforce portal in the Saskatoon Health Region Careers website.
- Participate in career fairs and trade shows
- Place advertisements about Representative Workforce in Aboriginal Student Handbooks
- Involved in various committee/community groups to facilitate external networks, and also to build constructive race relations.
- Provide presentations about our 'best practices' to interested external agencies/groups



[www.saskatoonhealthcareers.ca](http://www.saskatoonhealthcareers.ca)

