



CÙRAM IS SLÀINTE NAN EILEAN SIAR

WESTERN ISLES HEALTH AND SOCIAL CARE PARTNERSHIP

IJB IDENTITY AND LOGO

PURPOSE OF REPORT

1. To agree a logo and department name for the IJB and its service responsibilities.

COMPETENCE

2. The issues raised in the report are purely procedural.

BACKGROUND

3. For the purposes of external communication, it is appropriate to create an IJB identity which is connected to but distinct from the parent bodies. This will assist public understanding about the role of the IJB and its work.
4. For the purposes of acting on this proposition, it is proposed that the image on the front page of the strategic plan be used for the purposes of the IJB logo. It is simply an image of the western isles, broken down into five localities. This would be accompanied by the logos of the parent bodies.
5. Equally, as we move forward with organisational change, there is a need to identify a department name. Previously, the Comhairle's adult social work department was called Social and Community Services, while the Single Operating Division hosted most of the services to be delegated to the IJB. It is proposed that the new department is referred to as 'Health and Social Care' or 'Slàinte Agus Cùram Sòisealachd'. This will only cover the services directly managed by the Chief Officer and will not extend to the secondary care services delegated to the IJB but managed by the Nurse Director.

RECOMMENDATIONS

6. It is recommended that we adopt the embedded letterhead and corporate logo overleaf for external communications.
7. It is also recommended that we refer to the department as 'Health and Social Care'.

Ron Culley
Chief Officer
CÙRAM IS SLÀINTE





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