

Honoris Medical Simulation Center – SSH Accreditation Announcement

Overview:

The Provisional Accreditation of the *Honoris Medical Simulation Center (MSC), Tunisia* from the Society for Simulation in Healthcare (SSH) is an opportunity to demonstrate the strength and credibility of Honoris United Universities' facilities and position as leaders in health sciences training for students and professionals. The MSC's cutting-edge technology and the services it provides further exemplifies the Honoris Education for Impact mission and groundbreaking spirit of the network.

Though it is only the second to be accredited in North Africa, the MSC now joins eight other African institutions on the directory, making this an opportunity for targeted communications activity and relationship building with key media.

Communications Objectives:

The objective of the communications outreach will be as follows:

- a) Communicate the work of the MSC and the impact this is having on the training of Honoris students and healthcare professionals
- b) Reinforce Honoris' positioning as a leading training network for health sciences in Africa (including Nile University)
- c) Strengthen relationships with tier 1 journalists in English and French media to continue to stay 'front of mind' for future engagement
- d) Drive online search and digital presence of Honoris growth and success

Tactical Approach

To achieve each of the above objectives, we recommend the following communications activities:

1- Media bulletin

A media bulletin acts as a condensed version of a press release (c. 400 words) aimed to update and communicate directly with journalists themselves, rather than a request for media coverage. This allows a more targeted approach to relationship building activity that journalists also appreciate.

The media bulletin will lead with the announcement of the accreditation and its reinforcement of the quality of Honoris health sciences training, which will be backed up with key Honoris messaging on 21st century skills, employability and education for impact. Images of the center will also be supplied. Quotes from both Prof Dziri and Luis Lopez will be included.

This will be issued to a pre-agreed list of targets including health media and education correspondents (Africa & US), and a follow-up interview opportunity will also be offered. It will be distributed in both English and French.

2- Opinion editorial

Rather than preparing an editorial first and seeking to pitch, we recommend choosing a specific media target once responses to the media bulletin have been received. One opinion editorial would then be pitched to the responsive publication with an industry-wide angle on Africa's growing strength within healthcare provision and training.

It should be noted that this is a specific opportunity to connect with global, regional and local health media where placing an editorial would highlight the work and mission of Honoris within a previously lesser-engaged sector.

We would also request the collaboration of SSH who can shed further light on the rigor and notoriety of such an accreditation. This will also be an opportunity to highlight wider best practice across the continent and give examples outside of solely Honoris – a sentiment recently received from our longstanding target, Times Higher Education.

3- LinkedIn editorial

To ensure visibility is secured online and to accompany Honoris digital tactics, we recommend one LinkedIn blog to be posted from a senior leader's account. With a word range between 600-1,000 this is a further opportunity to announce the accreditation of the center.

We also recommend the blog be posted across the Honoris' digital channels for greater engagement and link sharing.

4- Journalist Visit

Once travel restrictions are slightly reduced, we recommend sending a targeted group of journalists to visit the Center in person. Already, Le Point has expressed interest in visiting as soon as possible.

NB: Testimonial

With the MSC reference in the Djembe Insights report, we recommend making use of the approved case study by including its contents into all the above-mentioned tactics as it showcases the work of the Center within the context of innovation in Africa and supporting the global fight on COVID-19. This can also be sent as an accompany to the media bulletin.