

Dear Colleague,

We need your views and input on the development of a brand identity for a new Scottish public health organisation.

Public Health Scotland (PHS) will provide national leadership for public health in Scotland and will bring together expertise from NHS Health Scotland, Health Protection Scotland and the Information Services Division. It will begin operating in April next year and is tasked with providing and facilitating a whole-system approach to improving health and reducing health inequalities across Scotland.

As a new public health body, it is essential that health professionals, partner organisations, and the general public recognise its purpose and visual identity.

As such, we have developed some potential brand identities and draft statements that we would value your views and feedback on.

To this end, we have scheduled consultation days as follows:

- **Wednesday 29th May:** Alexander Fleming Education Centre, University Hospital Crosshouse, Kilmarnock Rd, Kilmarnock, KA2 0BE
- **Friday 31st May:** Chaplaincy Centre, Borders General Hospital, Huntlyburn, Melrose, TD6 9BS
- **Thursday 6th June:** Suttie Centre, University of Aberdeen, Foresterhill Rd, Foresterhill, Aberdeen, AB25 2ZD
- **Tuesday 18th June:** Larch House, Stoneyfield Business Park, Inverness, IV2 7PA.
- Feedback options on each day include:
 - a group discussion;
 - an open drop-in session over 2-3 hours; and
 - in-depth interviews with individuals, timings to suit.

If these dates are not suitable and you are keen to have an input, there will also be an opportunity to share your views with us:

- at this year's NHS Scotland annual conference at the SECC in Glasgow on the 30th and 31st May
- via an online video interview.

If you or colleagues are interested in giving your views/feedback please contact our researchers right away to register your interest.

Please contact **Alyson Kyle** to organise a place/slot at alyson@smgateway.co.uk or **0141 483 9614**.

Thank you for your help.

With best wishes



Jane Weir
Chair of Public Health Reform Branding and Identity Project Group