



UK National Preventive Mechanism Communications Plan 2026-27

April 2026

OVERVIEW

The UK NPM Communications Plan 2026-27 outlines the communications activities planned for the year to support the achievement of our strategic objectives and overall mandate. This plan is informed by the UK NPM's Communications Strategy, which outlines three enabling factors which will also support the achievement of strategic objectives: strong stakeholder relationships, credible brand and impactful, systematic communications.

This year's plan builds on communications products created in in the 2024-25 plan, and has been designed to be deliverable within NPM Secretariat Team capacity, focusing effort on priority activity and sustainable output. This plan is structured directly around the four strategic objectives, with the enabling factors integrated across activities.

Activity leads and supporting colleagues are listed in Annex 1.

STRATEGIC OBJECTIVE 1: *Promote awareness and understanding of the UK's obligations under OPCAT and support NPM bodies and duty bearers to meet their OPCAT responsibilities.*

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Human Rights Education

Focus on the UK NPM's educational function in all communications outputs. For example, on posts recognising international days, we can offer human rights and OPCAT education over repeated discussion of concerns. Further, we can promote rights awareness and access to justice by sharing existing resources created by both NPM bodies and external stakeholders.

YouTube Channel

Creating a public YouTube channel, with videos now publicly accessible, will both expand the UK NPM's public reach and awareness of OPCAT. Existing videos will be republished to this account.

Event & Publication Communications Plans

After the success of the Annual Report media strategy, implementing similar, smaller-scale communications plans around other major publications or key events will improve consistency and broaden reach, driving higher engagement and greater awareness of OPCAT and NPM work.

Resources Update

By reviewing our website publications and archiving out-of-date materials, we will improve the reliability of UK NPM information and guidance by ensuring it is up to date.

United Kingdom National Preventive Mechanism

<https://nationalpreventivemechanism.org.uk/>

Updating the OPCAT and NPM one-pager documents, and placing them on both the website homepage and “Training Resources” page will also provide an accurate and current reference to what the NPM is and what OPCAT requires from bodies. Additionally, updating the NPM induction video will keep induction materials accurate and accessible, and provide a reusable learning tool that strengthens understanding of the NPM.

Stakeholder Engagement

Following relevant parliamentarians on LinkedIn will support a two-way relationship, and build familiarity and credibility, creating openings for constructive dialogue when parliamentary interests align with state OPCAT obligations.

Review of Communications Plan

Reviewing this plan alongside the results of the survey (to be carried out as part of the Business Plan 2026/27) will ensure that communications activity remains aligned with stakeholder needs. The Secretariat Team will also continue to reflect on potential new communications methods and products, and consider their value in supporting the strategic objectives.

STRATEGIC OBJECTIVE 2: *Identify systemic issues and their causes and take collective action with stakeholders within and outside the NPM to address the issues.*

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Spotlighting Systemic Issues

Reframing how we share existing NPM body resources will keep systemic issues visible and connected to relevant domestic and international human rights standards. Over the course of the year, we will aim to share posts with a brief human rights commentary attached as a weekly responsibility.

STRATEGIC OBJECTIVE 3: *Maximise external transparency of treatment and conditions in places where people may be deprived of their liberty, to drive duty bearer accountability and evidence-based decision making.*

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Media Guidance

Developing a one-page media guidance document will support consistent engagement with the media (when relevant) and proactive communication, maximising external transparency.

Correspondence Publishing

Publishing correspondence on the NPM website (and ensuring this is signposted in letter templates) will create a public record of issues raised and responses received, strengthening duty bearer accountability by making actions and responses visible and trackable.

Key Issues

Developing the “Key Issues” section of the NPM website, with human rights analysis, will provide a publicly accessible overview of systemic issues, their human rights implications and relevant key findings. In bringing together evidence and analysis, NPM concerns will be easier to understand and act on.

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Bulletin Promotion

Promoting the Bulletin to duty bearers, third sector organisations and parliamentary committee conveners and clerks will increase the reach of NPM work beyond existing audiences. This will ensure that relevant information lands with those who can act on key issues.

Reporting Dashboard Analytics

Reviewing the Reporting Dashboard's analytics, as well as the reach of Dashboard posts on LinkedIn, and then modifying related communications will improve engagement with and use of the dashboard.

STRATEGIC OBJECTIVE 4: *Strengthen international and domestic prevention efforts by exchanging learnings and good practice with international NPMs, treaty bodies and organisations.*

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Guest Blogs

By inviting blog contributions from international NPM colleagues, people with lived experience (where appropriate) and other external partners, we will both build relationships with external stakeholders and increase shared learning.

International Knowledge Sharing

Repurposing international learning resources (for example from the NPM forum, GANHRI or international bodies' reports) into UK-relevant training resources (to go on the website and in the Bulletin) will make global learning more accessible for NPM colleagues.
