

Communication and Engagement Strategy

ACTION PLAN 2016 – 19



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Strengths Outlined in the Communications and Engagement Strategy

- S1 - Clinical leaders understand the local population needs
- S2 - GP community know each other and Board GP's
- S3 - Some good examples of robust engagement and communications since becoming a CCG
- S4 - Good relationships with community leaders and third sector organisations
- S5 - Initial work undertaken with people with protected characteristics

Weaknesses Outlined in the Communications and Engagement Strategy

- W1 - Low public awareness of the CCG's work
- W2 - Not seen as a system leader
- W3 - Gaps in communication capability throughout the CCG
- W4 - Some relationships with stakeholders need strengthening
- W5 - Gaps in communication with member practices
- W6 - Gaps in communication with staff
- W7 - Strategic engagement
- W8 - Lack of CCG branding and branding guidelines

The last column in the table links back to the strengths and weaknesses outlined in the communications and engagement strategy and how the action plan will help support/address them.

Purple - Action Completed

Green – Action on track as planned

Amber - Action has been planned but is off track by 1 month.

Red – Action has been planned but is off track by over 1 month

Blue –Action has not been planned or started

Workstream	Activity	Process	Lead	Progress made/rag rating	Date for completion	RAG Rating	Strengths/Weaknesses
Corporate Communications (CC)	CC1. Create 12 month Communications and Engagement Action Plan with quarterly targets		AS Lead supported by AP/MB/TJ/SS		This is continuously updated until March 2019		To help address all weaknesses and support all strengths
	CC2. Creation of Annual Report and Annual Report Summary 2017-18		AS/MB/TJ	Annual Report completed and uploaded to website. Summary of Annual Report completed and printed			Statutory requirement so strengths and weaknesses not applicable
	CC3. Organise Annual General Meeting for 2018	C&E team to arrange date and venue	AS/MB	Completed	Date confirmed as September 11 th 2018		S3, S4 W1, W2, W3, W7
	CC4. Organise and deliver annual Care and Confidence awards. To be held after the AGM	As above	SS/MB	Completed	Date confirmed as September 11 th , 2018		S3, S4 W1, W2, W4, W8
	CC5. Ipsos Mori 360 degree Stakeholder Survey 2017/18	AS/TJ	AS/TJ	Conducted by Ipsos MORI on behalf of NHS England from 15 th January to 23 rd February 2018	Survey end date 23 rd February 2018		W1, W2, W4, W5, W7
	CC6 Action plan following feedback from the Ipsos Mori 360 degree survey	AS/TJ		Action plan developed from CCG Board away day session			
	CC7 Staff Survey for 2019	AS/TJ		Staff survey undertaken every 2 years			

	CC8. Promote the NHS Constitution through all channels	Ensure website is updated to make it more prominent	AS/MB				N/A
Internal Communications (IC)	IC1. Develop internal communications channels based on CCG staff needs	AS/MB to discuss and develop internal communications strategy based on results	AS/MB	Review and implement plan			W6
Waiting for update from MB	IC2. Review the staff intranet site and agree process to maintain and develop	MB/AS to agree process. Consider a staff working group to look at this	AS/MB/LC/AA	Staff invited to suggest what they would like to see on the website. MB collating the responses Awaiting content from CCG Staff	Launch date to be agreed		W6
	IC3. Develop a communication plan to raise awareness of the staff intranet site to help increase usage	MB to produce with staff input	MB/AS	Carry out once review is complete	See above		W6
	IC4. Introduce staff recognition scheme			Completed – Awards made at AGM on 11.09.18	March 2018		W6
Waiting for update from MB	IC5. Consider the development of digital/on-line forum where GPs can post questions (Part of IC2)	MB/AS	MB to discuss with RB	Request for informal discussion forum functionality has been designed in to new website members area. Action still to clarify how it will work. Dependent on IC2 above	To be confirmed – reference IC2		S2 W5
PR and Media	PRM1. Create and embed a media and social media	MB to check existing protocol	TJ/MB	AS sent further comments to MB. MB			

(PRM) Waiting for update from MB	policy	with MH, amend if required and add as an attachment to the comms and engagement strategy		amending protocol. Media team finalising.			S3 W1, W2, W4
	PRM2. Ensure all governing body members, directors, executive and deputy executives have had media training	MB to arrange courses and obtain list of people who need training from AS	MB to organise. RF to support organisation	All media training sessions now delivered.	Training session booked for 23.01.18.		S3 W1, W2, W3, W4
	PPM3. Update "Get Involved" part of the website with the engagement that the CCG has done		TJ/SS	Process now developed within the patient services team and implemented.			
Marketing (M)	M1. Ensure a managed co-ordinated approach across the health economy for the winter campaign (including flu, keep warm, keep well and promoting the alternatives to A and)			NHS England campaign packs have now been sent out to vulnerable groups including elderly, young babies and BME groups. Winter Toolkit sent via emails to stakeholder list			S3, S4, S5 W1, W2, W4, W5, W6
Digital and Design (DD) Waiting for update from MB	DD1. Ensure protocol is in place for the management of the website to ensure it is regularly maintained and updated	AS to discuss with MB Draft Protocol for management of website to be developed	AS/MB	Draft document AS to check Still with AS.	January 2018 Awaiting for approval and sign off		S3 W1, W2, W4, W5, W6, W7, W8
	DD2. Introduce social media workshop for staff	MB to liaise with hub	MB with hub				S3, S5 W1, W2, W3, W7

Stakeholder Engagement (SE)	SE1. CCG key projects and priorities for engagements to be developed with a timeline created for the support needed	Develop plan	SS	Communication and Engagement Forward Plan has been developed and will be updated month by month (This links in with CC1)			S3, S5 W1, W2, W4, W7
	SE2. Ensure the CCG meets its strategic and statutory duties for engagement and that it is embedded throughout the commissioning process	TJ to oversee	TJ	Assuring Involvement Committee is now established and part of the commissioner process for service redesign.			S3, S4, S5 W4, W7
	SE3. Build on existing relationships with statutory bodies including Telford and Wrekin Healthwatch and other third sector groups	TJ to lead process with SS	TJ/SS	Regular face to face meetings have been arranged with members of Healthwatch Telford & Wrekin Team Continue to identify third section groups.			S3, S4, S5 W1, W2, W5, W7
	SE4. Communicate with groups and communities through partner/stakeholder communications channels	TJ/SS to lead	SS	Using the CCG Stakeholder Database to communicate messages to local groups, communities and stakeholders. Stakeholder Mapping completed. Broaden range of stakeholder groups and communication channels identified and being used.			S3, S4, S5 W1, W2, W5, W7

	SE5. Ensure feedback of outcomes of engagement activity is included in the Annual Report	SS to lead	SS	Annual reporting completed May 2018			S3, S4, S5 W1, W2, W5, W7
Waiting for an update from MB	SE6. Endeavour to embed more two-way feedback mechanisms through website, response cards/polls/surveys, Freephone numbers, freepost addresses	TS/SS	SS	New website has been designed to allow two way functionality. Further work required on identifying specific needs and then actioning them through CSU Design Team.			S3, S4, S5 W1, W2, W5, W7
	SE7. Strategic and targeted use of partner events to raise awareness of the CCG	SS	SS	Events completed for 2018			S3, S4, S5 W1, W2, W5, W7
	SE8. Introduce a quarterly stakeholder and partners newsletter	TJ/MB/SS	MB to develop copy, SS to support and RF to produce and issue	Collating content. Design team looking into quote to do 200 printed copies. Agreed Spring, Summer and Autumn Newsletters. Quote received. Draft of content in progress but delayed due to other work commitments. Will review timescales with AS.	March 2019		S3, S4, S5 W1, W2, W5, W7
	SE9. Review of the current "Our NHS" Membership Scheme	SS	SS	Discussion with the Telford Patients First Group 5.12.18 Discussion with other	Q3 Oct – Dec 18		S3, S4, S5 W1, W2, W5, W7

				CCG engagement leads to look at best practice.			
	SE10. Develop targeted marketing campaign for membership scheme	MB/SS	MB/SS	Linked to SE9			S3, S4, S5 W1, W2, W5, W7
	SE11 Review of Stakeholder Mapping	Key members of CCG staff/Healthwatch T & W/patients to review current Stakeholder Map	TJ/SS	Meeting cancelled as there is currently a Stakeholder Map as part of the Communication and Engagement Strategy. Key members asked to look at the Stakeholder Map and comment.			
	SE12 Patient and Public IAF Indicators			Awaiting guidance form NHS England			
	SE13 EDS2 2018/19				31 January 2019		
	SE14 Recruitment to AIC	AS/SS/JH			March 2019		
Portfolio Projects (PP)	PP1. Communications and Engagement Support for the 111 procurement	MB leading and determining support needed	TJ/MB/SS/FSAD	Completed			
	PP2. Communications and marketing advice and support to help Edith Macalister Project Manager Macmillan Cancer Support	Initial support agreed – internal staff newsletter update sent out. Meeting to be arranged	CCG, working with Macmillan to arrange initial meeting to discuss future support	Event has taken place and was very successful			S3, S4 W1, W2, W4, W5, W7
	PP3 Involvement in NHS Future Fit Consultation	Continual engagement with organisations/Support groups/councils/ GP	AS/TJ/SS	Continual engagement with groups/organisations that have been identified	04.09.2018		

		<p>surgeries and PPGS</p> <p>Link in with Blue Steps to support with Pop Up events</p> <p>Link with Penny Bason and Wendy Condlyffee regarding seldom heard groups</p>		<p>Waiting for confirmation of Woodside/Stirchley pop ups</p>	<p>04.09.2018</p> <p>04.09.2018</p>		
	PP4 Communication and Engagement support around Disinvestments within CCG	Waiting for list of dis-investments to be signed off	TJ/SS/MB				
	PP5 Midwife Led Unit Consultation		This is being led by SCCG TJ/SS	Date of consultation to be confirmed			
	PP6 Engagement for Non-Emergency Patient Transport		TJ/SS	SCCG produced draft Communication and Engagement Plan and Consultation Document			
	PP7 Engagement on impact following changes to services (Gluten Free Prescribing/OTC Medicine)		TJ/SS	Conversation with TJ/JS to discuss timeline for this piece of work.			
	PP8 Communication and Engagement on overnight closure of PRH A & E		AS/MB/SS	Decision now made to not close the A&E at PRH			
	PP9 Communication and Engagement on Urgent Treatment Centre Project	AS					

	PP10 Engagement with patients regarding Cervical Screening		BW/JS/SS	Discussion with BW/JS			
	PP11 Communication & Engagement – Healthy Hearts		TJ/JS				
	PP12 Communication & Engagement LMS (Smoking in Pregnancy)		Louise McCleod				
	PP13 Communication & Engagement LMS (Video of MLU)		Louise McCleod				
	PP14 Communication & Engagement LMS (Baby Buddy App)		Louise McCleod				
	PP15 Communication – discontinue of grants		Michael Bennett/Michelle Beddow				
	PP16 Communication and Engagement – 0-25 Emotional Wellbeing Service			MB to speak with RB and get update. Is this just a Communication project?			
	PP17 Communication and Engagement – Neighbourhoods		TJ	Ask TJ for an update on the Communication & Engagement Plan			
	PP18 Telford Patients Group Event – Primary Care	RT/SS		Costings have been passed to RT Suggested date for event Feb/March 2019			
	PP19 Special Educational Needs	Vicki Pike					
	PP20 Children’s Diabetes Service	Vicki Pike					

	PP21 Community Gynaecology	Vicki Pike					
	PP22 Fertility Services Review	Vicki Pike					