

**ENGAGEMENT AND COMMUNICATIONS FRAMEWORK
SUMMARY PROGRESS AND DELIVERABLES**

THEME	DELIVERED TO FEB 16	DELIVERABLES TO SEPT 16
COMMUNICATIONS	<ul style="list-style-type: none"> • 5,000 copies of the Need to Change document distributed to support the Clinical Services Review (CSR). • Need to change animation explaining the CSR to general audiences • Second CSR animation for informed audiences highlighting progress to date circulated to all staff, GPs and other key partners • Digital production and filming of events • dorsetsvision website specifically for the CSR • Social media development to increase our following on Twitter (4,185 followers) and Facebook (495 likes) • One contact number and email address for the public to get involved • New communications and engagement group for health and social care in Dorset, providing joined up approach, shared work plan and increased reach • New consultation identity for Dorset CCG (YOURNHS) • New Dorset image library highlighting services • New CCG plain English and style guide • Joined up Stay Well this Winter campaign using the national branding • Out of hours rota in case of significant media/social media activity • Animation describing the three core messages of the CSR screened before all films at Poole Lighthouse from January 2016 • New Chief Officer's blog to staff • Newsreel showcasing integrated community services 	<ul style="list-style-type: none"> • Implement a new Communications and Engagement Team staff structure which increases capacity and skills at no extra cost • Produce a communications and engagement framework to support the CSR/STP/ transformation agenda, new duties such as primary care commissioning and business as usual • Publish a shorter version of the Need to Change leaflet and reflect the simplified messages across all public-facing channels • Develop a simple narrative which tells Dorset's health and social care transformation story to a range of audiences, including workforce, partners and the public • Review our internal and external digital channels to make sure they are fit for purpose and engaging • Better use of email/e-newsletters, allowing the public to receive information from across the health and social care system that interests them • Provide ongoing communications support to priority areas such as Clinical Delivery Groups, Community Vanguard, Integrated Community Services

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	<p>Key outcomes</p> <p>95% of those responding to survey currently understand the need to change</p> <p>86% agree with plans for change. Remainder need more information</p>	<ul style="list-style-type: none"> • Provide strategic planning and communications support to key milestones, e.g. publication of Royal College of Paediatrics and Child Health review, publication of revised PCBC • Publicise opportunities for the public to have their say on CSR, including public consultation
<p>PUBLIC ENGAGEMENT</p>	<ul style="list-style-type: none"> • Established and refreshed Patient and Public Engagement Group (PPEG) chaired by a National Patient Leader to support the Governing Body Lead for Patient and Public Involvement • PPEG produced “Guide for Person Centred Discussions”, circulated to key groups • Made PPEG available as a resource to the Acute Vanguard, ensuring joined-up patient and carer view on emerging system change • Produced engagement and communications toolkit and circulated updated guidance on engagement and duty to involve • Developed the Health Involvement Network. We now have a group of 4,000 members keen to learn more about/help shape local care • Supported CCG and bodies such as Clinical Delivery Groups, Community Vanguards and others to meet their engagement duties. • Provided opportunities for patients and carers to influence service re-design. For example, we are currently co-producing future models of care for Acute Mental Health Services in Dorset through a series of workshops involving service users, carers, healthcare providers, local authorities, the police and ambulance service and voluntary sector organisations. 	<ul style="list-style-type: none"> • Implement a new Communications and Engagement Team staff structure which increases capacity and skills at no extra cost • Produce a communications and engagement framework to support both the CSR/STP/transformation agenda, new duties such as primary care commissioning and business as usual • Further develop patient, carer and public engagement arrangements • Design and deliver a range of engagement events giving opportunities for stakeholders, patients, carers and the public to influence the shape of future services in line with legal duties • Develop appropriate paper and digital products to support CSR public consultation • Provide ongoing engagement and consultation support to priority areas such as Clinical Delivery Groups, Community Vanguards, Integrated Community Services. (nine locality events planned for late March/early April) • Co-produced future models of Acute Mental Health Services for formal consultation.
<p>MEMBER ENGAGEMENT</p>	<ul style="list-style-type: none"> • Focused membership events on Primary Care issues • Built on existing clinical events to support the CSR, including cluster, locality events, membership events, hot topics and practice visits 	<ul style="list-style-type: none"> • Continue member development programme ahead of key decision points

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	<ul style="list-style-type: none"> • Weekly GP bulletin, including message from the Chair to members 	<ul style="list-style-type: none"> • New e-newsletter to keep members informed and highlight key messages in an attractive way • Align membership events to co-commissioning/primary care development agenda
STAKEHOLDER ENGAGEMENT	<p>Established a resource to manage Stakeholder Intelligence to:</p> <ul style="list-style-type: none"> – Align CCG staff and Governing Body members to key partners (individuals and organisations) – Gather, record and analyse insight to inform future engagement and communications content, decision making and policy – Share feedback and insight across the organisation <p><i>Clinicians:</i></p> <ul style="list-style-type: none"> • Clinicians and social care professionals involved to help design the vision and the models of care to support the Clinical Services Review (CWG 1 – 7 and CDG stakeholder events) <p><i>System:</i></p> <ul style="list-style-type: none"> • A number of system meetings have been established to support the Clinical Services Review: <ul style="list-style-type: none"> – Chief Executive meeting – Finance Reference Group – Workforce Reference Group • Cascading of messages across the system by communications leads <p><i>Insight</i></p> <ul style="list-style-type: none"> • Development of insights material to ensure CCG Leaders are informed on key partners and stakeholders to strengthen the development of relationships <p><i>Clinicians:</i></p> <ul style="list-style-type: none"> • A number of clinical events to support the Clinical Services Review: <ul style="list-style-type: none"> – Clinical Working Groups 	<ul style="list-style-type: none"> • Implement a system to manage information about and intelligence received from various stakeholders • Produce monthly reports summarising key insight received to inform communications, decision making and policy • Develop a system wide approach to shared communications and engagement priorities, working with key partners across the health and social care system • Work with stakeholders critical of possible changes to understand their views and harness the energy of these groups to co-design where possible, e.g. Save the Kingfisher Ward campaign • New e-alerts system highlighting our core narrative and allowing stakeholders to choose supporting information that interests them • Continue to support GP practices as appropriate with their patient engagement duties

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	<ul style="list-style-type: none"> – Clinical Assurance – Clinical Reference Group • Engagement event held with the CCG's top 50 to gain insight of relationships across the system 	
CCG STAFF ENGAGEMENT	<ul style="list-style-type: none"> • CCG staff events and briefing sessions held • Quarterly Trade Union meetings • Bimonthly Our Voice Our Forum (staff panel) • 100 staff identified as Clinical Services Review Champions/Flexible Friends • Produced animation of the transformation story to engage staff internally and across the system, aligned to the Workforce Plan for Dorset 	<ul style="list-style-type: none"> • Engage with Trade Unions across the system • Implement weekly core messages • Increase and continue to support stakeholder relationship managers • Internal communications campaigns around priority areas, e.g. accommodation review and staff development
PUBLIC RELATIONS AND REPUTATION MANAGEMENT	<ul style="list-style-type: none"> • Proactive and reactive engagement and reputation management with the media • Partnership working across the system in media management and message development • A system wide approach to the Winter campaign and further partnership working with Public Health around the prevention agenda • Set up out of hours communications on-call rota 	<ul style="list-style-type: none"> • Continue to develop our relationship with key media • Horizon scanning of the national and local story • Focus on case studies demonstrating success stories and changes to health and social care which are delivering benefits for patients and the general public • System wide approach to easing pressures at Easter
DEVELOPMENT	<ul style="list-style-type: none"> • Media training (18 trained spokespeople) • Advanced communications training • Presentation and facilitation training • Essential communications • Core message training • Social Media training 	<ul style="list-style-type: none"> • Further media training • Support for Governing Body around key decision points

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	<ul style="list-style-type: none"> • Train the trainer package for health and social care colleagues developed and cascaded to partner organisations including: <ul style="list-style-type: none"> – Animation of the core message – Presentation slides – Trainer notes and guidance 	