

NHS DORSET CLINICAL COMMISISONING GROUP

ENGAGEMENT AND COMMUNICATIONS FRAMEWORK 2014/2015 TO 2015/2016 – SUMMARY OF PROGRESS

THEME	PROGRESS AGAINST DELIVERABLES
<p>1. STAKEHOLDER ENGAGEMENT</p>	<p>Internal Focus:</p> <ul style="list-style-type: none"> • Developing clinical engagement through monthly <i>correspondence from the Chair</i>; linking directly to the results of the 360 survey. • Capitalising on existing <i>clinical events</i> to lead the design phase of the Clinical Services Review. The number of members attending each of the main events in the last four months include: <ul style="list-style-type: none"> Cluster, Locality events (7 events, 197 GPs) Membership events (2 events, 104 GPs) Hot Topics (1 event, 112 GPs) • Executive led <i>practice visits</i> have been offered to member practices, to date 35 visits have taken place, all Directors are actively engaged in the visits. <p>External Focus:</p> <ul style="list-style-type: none"> • Significantly strengthened and <i>increased interaction with key partners and stakeholders</i> through the Clinical Services Review, examples of this include productive individual and collective leadership meetings with CEO, Directors of Finance, Directors of HR, Medical Directors, Communications and Engagement Leads, LMC, Health Education Wessex, NHS England, Better Together Sponsor Board. • A significant number of <i>clinical events</i> have taken place to lead the design phase of the Clinical Services Review with clinicians from across organisations attending. The number of clinicians attending each of the main events in the last four months include: <ul style="list-style-type: none"> Clinical Working Groups (November 100 clinicians, December 125 clinicians, January 147 clinicians) Clinical Assurance Group (7 meetings, with an average of 17 attendees per meeting) Clinical Reference Group (4 meetings, with an average of 22 attendees per meeting)

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	<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. • Development of a central database and correspondence system to ensure the dissemination of key messages are timely and accurate.
<p>2. INDIVIDUAL AND PUBLIC PARTICIPATION</p>	<p>Internal Focus:</p> <ul style="list-style-type: none"> • The roles of CCG teams has been refocused to support key engagement activities, with 10% of staff identified as Clinical Services Review Champions to ensure all staff feel fully involved and informed in the Clinical Services Review. <p>CCG staff have been involved through a series of staff events and briefing sessions to ensure they are informed and up to date on the latest developments. The number of staff attending these events has been (3 events, 214 staff).</p> <ul style="list-style-type: none"> • CCG staff has been asked to actively support and influence the design of the Clinical Services Review public consultation. • Quarterly Trade Union meetings and Our Voice Our Forum providing an effective way to involve staff in key matters to ensure they are all engaged. <p>External Focus:</p> <ul style="list-style-type: none"> • 9 public events have been held across Dorset to involve the people of Dorset, and those people who access services in Dorset, regarding the design phase of the Clinical Services Review. A number of the events were filmed and streamed online. To date over 15 events have taken place and in excess of 500 members of the public have attended. • A Patient and Public Engagement Group was set up with a wide variety of life- experience across Dorset's geography, demography and diversity. The group is chaired by a National Patient Leader and the outputs of this group have directly influenced the CSR. • A forum for Young people has been held who will help inform and shape the consultation stage of the CSR.

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	<ul style="list-style-type: none"> The CCG is working closely with a wide range of groups and forums spanning each of the protected characteristics and working in partnership with the Race Equality Council on how they would like to be consulted.
3. PUBLIC RELATIONS AND REPUTATION MANAGEMENT	<p>Internal Focus:</p> <ul style="list-style-type: none"> Media training for Clinical Leads to ensure they are at the heart of the communication regarding the Clinical Services Review. The roles of CCG teams has been refocused to support key engagement activities, with 10% of staff identified as Clinical Services Review Champions to ensure all staff feel fully involved and informed with the Clinical Services Review. <p>External Focus:</p> <ul style="list-style-type: none"> Significantly strengthened and increased interaction with key partners through the Clinical Services Review, examples of this include local and regional Opinion Formers, MPs and Local Councillors. Continued proactive engagement with the media and press in regards to the Clinical Services Review, ranging from interviews with our Clinical Leads to promotion of Public Events.
4. COMMUNICATIONS	<p>Internal Focus:</p> <ul style="list-style-type: none"> CCG staff have been involved through a series of staff events and briefing sessions to ensure they are informed and up to date on the latest developments. The number of staff attending these events has been (3 events, 214 staff). Quarterly Trade Union meetings and Our Voice Our Forum providing an effective way to involve staff in key matters to ensure they are all engaged. Continued development of the weekly staff bulletins and the staff intranet to ensure information is up to date and accessible.

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	<p>External Focus:</p> <ul style="list-style-type: none"> • Development of the <i>Clinical Services Review brand</i> to ensure the people of Dorset identify with the review. • Introduction of the <i>Dorsetsvision website</i> specifically for the Clinical Services Review, which continues to be developed and enhanced to ensure it is fit for purpose. Since December the number of new visitors to the site has increased by 53%. • Increased the <i>social media activity</i> and looked at the further opportunities to develop and grow this area of engagement. (2775 Twitter followers which we are working to increase by 25%, 144 Facebook likes which we are working to increase by 25%). • Introduction of <i>one contact number and one email address</i> to contact the CCG in relation to the Clinical Services Review. • <i>Digital production and filming</i> to capture and share key messages through 60 second updates, and streaming online events.