

NHS DORSET CLINICAL COMMISSIONING GROUP
GOVERNING BODY MEETING
ENGAGEMENT AND COMMUNICATIONS FRAMEWORK 2017/18 TO 2018/19

Date of the meeting	16/11/2016
Author	P Malins, Interim Head of Engagement and Communications
Sponsoring Board Member	D Jenkins, Governing Body Lay Member for Patient and Public Involvement
Purpose of Report	To define the revised Engagement and Communications Framework 2017/18 to 2018/19.
Recommendation	The Governing Body is asked to approve the Engagement and Communications Framework 2017/18 to 2018/19.
Stakeholder Engagement	Individual discussions have taken place with the Governing Body Lay Member for Public and Patient Involvement, Chief Officer, Directors and Deputy Directors to inform the development of the framework.
Previous GB / Committee/s, Dates	Governing Body 16/07/2014, 18/03/2015, 16/03/2016

Monitoring and Assurance Summary

This report links to the following Strategic Principles	<ul style="list-style-type: none"> • Services designed around people • Preventing ill health and reducing inequalities • Sustainable healthcare services • Care closer to home 		
	Yes [e.g. ✓]	Any action required?	
		Yes Detail in report	No
All three Domains of Quality (Safety, Quality, Patient Experience)	✓	✓	
Board Assurance Framework Risk Register	✓	✓	
Budgetary Impact	✓		✓
Legal/Regulatory	✓	✓	
People/Staff	✓	✓	
Financial/Value for Money/Sustainability	✓		✓
Information Management & Technology	✓	✓	
Equality Impact Assessment	✓		✓
Freedom of Information	✓		✓
I confirm that I have considered the implications of this report on each of the matters above, as indicated	✓		

Initials: PM

1. Introduction

- 1.1 NHS Dorset Clinical Commissioning Group (CCG) puts engagement at the heart of everything that it does. We are committed to meaningful individual and public participation in the work that we do and to the importance of the appropriate and timely involvement of our stakeholders. Together we can achieve our mission of “supporting people in Dorset to lead healthier lives”.
- 1.2 The engagement and communications framework has been reviewed and refreshed to align with and enable the delivery of our Operational Plan 2017/18 to 2018/19. In particular, we have restructured the engagement and communications functions into four new work streams and enhanced the capacity/skill mix within teams. This will enable us to engage and communicate more effectively with our public and stakeholder contacts through, for example, increased use of social media channels and to deliver a greater range of work in-house. The revised document also takes account of the CCG’s new fully delegated responsibilities for commissioning GP services from 1 April 2016.
- 1.3 If the NHS in Dorset is to have sustainable health and social care services that are fit for the future, we will need to work collaboratively across the health and care system, hand in hand with our stakeholders, partners and providers, to make courageous decisions regarding how local services are best provided and delivered. Courageous decisions require confident leadership and meaningful stakeholder engagement; therefore the engagement and communication framework should be read in conjunction with the Organisational Development Framework.

2. Report

- 2.1 Professional responsibility for leading, planning and delivering activity sits with the Engagement and Communications team, which is part of the Engagement and Development Directorate. However, it is important to acknowledge that engagement and good communications are part of everyone’s job. The engagement and communications activity is divided into four main work streams:
 - Stakeholder insight;
 - Patient and public engagement;
 - Media and publications;
 - Marketing and digital.
- 2.2 An implementation plan has been developed which describes ‘how’ we will continue to develop our approach and ‘what’ we intend to deliver through our engagement and communications activities for the remainder of this year and in preparation for 2017/2018.

3. Achievements

3.1 Since the last update report to the Governing Body in March 2016 a significant amount of progress has been made in key areas of engagement and communications, highlights include:

- Pre consultation engagement: e.g. 9 locality based Integrated Community Services (ICS) events; ICS road shows in 26 locations across Dorset, travelling 650 miles enabling 36 staff to speak to 100s of people who gave 1000s of pieces of feedback ; monthly Patient (Carer) and Public Engagement Group meetings; informed audience events in both the West and East of the county;
- Developing our relationships with MPs and civic leaders;
- Producing a comprehensive consultation plan and consultation document, which have received good practice accreditation from the Consultation Institute;
- A more robust media monitoring system;
- Formed strong links with the Dorset Association of Parish and Town Councils (which has won an award for this partnership work);
- New teams with enhanced skills;
- A new social media strategy, approved by Directors in August 2016;
- A redesign of the Dorsetsvision website with new content such as animations and a clickable map ready to be launched for the start of public consultation.

4. Conclusion

4.1 The Governing Body is asked to **approve** the revised Engagement and Communications Framework 2017/18 to 2018/19.

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Date : 31 October 2016

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APPENDICES	
Appendix 1	Engagement and Communications Framework 2017/18 to 2018/19