

ENGAGEMENT AND COMMUNICATIONS FRAMEWORK – SUMMARY PROGRESS AND DELIVERABLES

THEME	DELIVERED IN 14/15	PROGRESS IN 15/16 (TO QUARTER 2)	DELIVERABLES TO 31/03/16
COMMUNICATIONS	<ul style="list-style-type: none"> • Production of 5000 copies of the Need to Change document to support the Clinical Services Review • Digital production and filming of events • Introduction of the <i>Dorsetsvision</i> website specifically for the Clinical Services Review • Social media activity and work to increase the following on Twitter and Facebook • One contact number and one email address established for the public to get involved • Development of a central database and correspondence system • Cascade plan to disseminate messages across the system 	<ul style="list-style-type: none"> • Design and production of a new consultation identity for Dorset CCG (YOURNHS) • A new image library of Dorset and its services • An animation describing the 3 core messages of the Clinical Services review to date • The continued development of pen portraits and briefing sheets to simplify the Clinical Services review story for the public • 11,650 unique visitors to the <i>Dorsetsvision</i> website (7% increase in year) • 25,550 unique visitors to the CCG website (17% increase in year) • An increase in Twitter followers by 17% in year to 3692 • An increase in Facebook followers by 9% in year to 432 • New Chief Officer's blog 	<ul style="list-style-type: none"> • Continued work to simplify the narrative and tell the story to a range of audiences, including development of animations/video clips: <ul style="list-style-type: none"> - Achieving Transformation - Workforce (current and future) - Integrated Community Services - Acute Services - Prevention - NHS Alliance narrowcast in association with ITN (Bridport and SPOA) • Digital and social media activity to increase our following and linking directly with national and local health and social care stories, by: <ul style="list-style-type: none"> - Proactively tweeting and posting messages about the need to change - Proactively responding and instigating debates on social media sites external to the CCG

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			<ul style="list-style-type: none"> • Review the format and structure of the websites to ensure they are fit for purpose and engaging: <ul style="list-style-type: none"> - What information and resources are published and accessed? - Is the content current? - Are they aligned to other key sites and campaigns?
PUBLIC ENGAGEMENT	<ul style="list-style-type: none"> • Over 15 events with 525 members of the public attending to support the Clinical Services Review • Establishment of a Patient and Public Engagement Group chaired by a National Patient Leader, supporting the GB Lead for PPI • In addition to: <ul style="list-style-type: none"> – 1 Clinical services review launch event – 4 Patient and Public Engagement Group – 1 Stronger Voices event – 9 Public events – A forum for young people – Supporting, attending and/or presenting at many other events, 	<ul style="list-style-type: none"> • Continued presence at public events to support the Clinical Services Review and encourage people to join the Health Involvement Network • Launch of view seeking activity in regards to the Acute Care Pathway Review: <ul style="list-style-type: none"> – 906 responses and 3355 pieces of feedback received – 22 public number of events – 17 groups or attendance at existing meetings – Inpatient views gathered by Peer Specialists – 2 staff events and 17 staff meetings – Online survey and postcards 	<ul style="list-style-type: none"> • Co-design an engagement plan for locality and community engagement which supports and informs the delivery of the Integrated Community Services Plan across Dorset, key deliverables include: <ul style="list-style-type: none"> – Establish an engagement steering group; – Collate existing insight and feedback on community health and social care services; – Produce an engagement resource pack to support the different components of the Integrated Community Services Plan delivered through the Clinical Delivery Groups;

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	<p>notably in regards to the Clinical Services Review.</p>	<ul style="list-style-type: none"> • In addition to: <ul style="list-style-type: none"> – 4 Patient and Public Engagement Group meetings – 1 Stronger Voices event – Supporting, attending and/or presenting at over 50 events, notably in regards to the Clinical Services Review, including; – Youth Participation event – Young People's conference – WI AGM <p><i>3750 local people have now joined our Health Involvement Network</i></p>	<ul style="list-style-type: none"> – Align patients/carers to Clinical Delivery Group work • Map and agree existing engagement infrastructure and processes across Dorset e.g. CVS, Health Watch, DAPTC, DREC; – Provide support and guidance to emerging programmes and projects e.g. audience analysis, and wider engagement activity
<p>MEMBER ENGAGEMENT</p>	<ul style="list-style-type: none"> • Monthly and weekly correspondence from the CCG Chair to members • Capitalising on existing clinical events to support the Clinical Services Review: <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) • Practice visits (35 to date) 	<ul style="list-style-type: none"> • Monthly and weekly correspondence from the Chair to members • 14 Practice visits • 2 Membership events (86 average attendees) 	<ul style="list-style-type: none"> • Respond to the views of our members and practice managers about engagement and communications, including our approach to membership events • Develop joint programmes of work and priorities aligned to the Primary Care strategy, ensuring that the plans are aligned • Develop core narrative to support engagement and enable a two-way dialogue with members e.g. practice visits

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			<ul style="list-style-type: none"> Utilise the autumn Hot Topics event to promote the prevention and community development elements of our work.
STAKEHOLDER ENGAGEMENT	<p><i>Clinicians:</i></p> <ul style="list-style-type: none"> 699 different clinicians and social care professionals involved to help design the vision and the models of care to support the Clinical Services Review (CWG 1 – 5) <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 Continued development of the Better Together agenda and delivery plan Cascading of messages across the system the 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 	<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 Group 6 Clinical Assurance Clinical Reference Group <p><i>System:</i></p> <ul style="list-style-type: none"> A number of system meetings are established to support the Clinical Services Review: <ul style="list-style-type: none"> Chief Executive meeting (monthly) Finance Reference Group (monthly) Workforce Reference Group (monthly) Cascading of messages across the system the communications leads <p><i>Insight</i></p> <ul style="list-style-type: none"> Establishment of the Stakeholder Insight Support Unit (SISU) Engagement event held with the CCG's top 50 to gain insight of relationships 	<ul style="list-style-type: none"> Fully establish the Stakeholder Insight Support Unit (SISU@dorsetccg.nhs.uk); <ul style="list-style-type: none"> Align CCG staff and GB members to key partners (individuals and organisations) Gather, record and analyse insight Utilise the insight and organisational memory to inform future engagement and communications content Share feedback and insight across the organisation Utilise governance structures and meetings to shape and inform communications content and products Support the acute and community vanguards, providing resources and capacity as appropriate to support engagement plans and communications materials and products Develop a joint programme of

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	relationships	across the system	engagement and communications activity with public health, bringing to life our core message and maximising national prevention campaigns e.g. OneU campaign in the New Year
CCG STAFF ENGAGEMENT	<ul style="list-style-type: none"> • 10% of staff identified as Clinical Services Review Champions • CCG staff events and briefing sessions (3 events, 214 staff) • Quarterly Trade Union meetings • Bimonthly Our Voice Our Forum 	<ul style="list-style-type: none"> • 38% of staff identified as Clinical Services Review Champions/Flexible Friends • 65% of staff have attended the core message training • 3 staff briefings • 2 staff events • 3 Our Voice Our Forum • 2 Trade Union meetings 	<ul style="list-style-type: none"> • Produce an animation of the transformation story to engage staff internally and across the system, aligned to the Workforce Plan for Dorset • Engagement with Trade Unions across the system • Implement weekly core messages • Increase and continue to support stakeholder relationship managers • Attend Directorate/team meetings to increase awareness and engage staff in our evolving engagement approach
PUBLIC RELATIONS AND REPUTATION MANAGEMENT	<ul style="list-style-type: none"> • Proactive and reactive engagement and reputation management with the media and press 	<ul style="list-style-type: none"> • Proactive and reactive engagement and reputation management with the media and press <ul style="list-style-type: none"> – 212 pieces of media coverage – 52 media releases and statements – 102 quotes being used in the media 	<ul style="list-style-type: none"> • Continued proactive and reactive engagement and reputation management with the media and press including interviews • Horizon scanning of the national and local story

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		<ul style="list-style-type: none"> – 19 Interviews • 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 and regards to the prevention agenda • Set up of the out of hours communications on-call rota 	<ul style="list-style-type: none"> • ITN feature at the NHS Alliance Conference in January 2016
DEVELOPMENT	<ul style="list-style-type: none"> • Media training (18 trained spokespeople) 	<ul style="list-style-type: none"> • Advanced communications training, system wide (24 attendees to date) • Presentation and facilitation training, across CCG (35 attendees) • Essential communications (86 attendees) • Core message training (200 attendees) • Social Media training delivered across CCG (50 attendees) 	<ul style="list-style-type: none"> • Train the trainer package for health and social care colleagues to be developed and cascaded to partner organisations including: <ul style="list-style-type: none"> – Animation of the core message – Presentation slides – Trainer notes and guidance • Further training including; <ul style="list-style-type: none"> – Media training – Advanced communications (2 sessions in November) – Presentation skills (2 sessions in November) – Facilitating skills (1 session in November)