

NHS DORSET CLINICAL COMMISSIONING GROUP

GOVERNING BODY MEETING

ENGAGEMENT AND COMMUNICATIONS FRAMEWORK 2014/2015 TO 2015/2016

Date of the meeting	17/09/2014
Author	L Jennings, Deputy Director Strategic Development and Engagement
Sponsoring Board Member	D Jenkins - Lay member for Patient and Public Involvement
Purpose of Report	To present the Framework for Engagement and Communications and associated Delivery Plan.
Recommendation	The Governing Body is asked to Approve the report.
Stakeholder Engagement	CCG Engagement and Communications Group (Governing Body and officer membership).
Previous GB / Committee/s, Dates	Interim paper – Directors June 2014

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. ✓] <i>Copy & paste tick</i>	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 : LJ

1. Introduction

- 1.1 The Engagement and Communications Framework has been developed to support the Clinical Commissioning Group's (CCGs) Strategy and the 2 year delivery plan. Prior to being presented at the Governing Body a draft version was discussed with the directors and with members of the Engagement and Communications group. These discussions have informed the proposed framework.
- 1.2 The Engagement and Communications Framework supersedes previous engagement and communications strategies and plans which have been informative in helping to shape this work.

2. Report

- 2.1 The Engagement and Communications Framework is structured into four main themes of work:
 - Stakeholder engagement;
 - Individual and public participation;
 - Public Relations and reputation management;
 - Communications.
- 2.2 The document provides a succinct summary which is supported by more detail in appendices.
- 2.3 In addition to containing a section summarising each of the work themes the document contains a section on the CCGs statutory responsibilities and its assurance and delivery reporting arrangements.
- 2.4 The Framework and appendices are attached to this report as Appendix A.
- 2.5 The associated Engagement and Communications Delivery Plan is also attached to this report as Appendix B.

2014/ 15 Progress

- 2.6 Work on delivery of the plan is already in progress and the following provides highlights of activity to date:
 - 2013/14 Annual Report
 - Pan Dorset Carers Group and Better Together Workstream
 - GP Communications and Intranet Project - development of common platform
 - Voluntary Sector – service specifications and regular reviews in place
 - Clinical Services Review - Stakeholder Map, pre launch Engagement and Communications plan and support
 - Stronger Voices forum and Feedback launched
 - Clinical Commissioning Programme – Engagement and Communications events

- Increased use of media such as video, audio and photography to increase Facebook followers, tweets etc.
- New media monitoring system implemented

3. Conclusion

- 3.1 The Governing Body is asked to approve the Engagement and Communications Framework and associated Delivery Plan and to advise the sponsoring member how it would wish to be assured of statutory compliance and delivery progress.

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Date : August 2014
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APPENDICES	
Appendix 1	Engagement and Communications Framework
Appendix 2	Engagement and Communications Delivery Plan