



***Dorset
Clinical Commissioning Group***

Engagement and Communications
Objectives and Delivery Plan 2014/2015-2015/2016

Objectives	Outcomes and Deliverables	Outputs	Target date
Work Theme: Stakeholder Engagement			
Design and implementation of CCG stakeholder management, analysis and engagement process to support corporate, locality, CCP and pan Dorset programmes	Systems review for audience analysis and insight		Jan 2015
	Recommend, procure and implement new stakeholder (CRM) system	On hold in view of CSR priorities	
	Audience segmentation analysis to enhance the effectiveness of engagement and communications and how we reach people: 1) Segmentation via groups (e.g. care homes, voluntary orgs, practice managers, GPs, media etc.) 2) Via clinical condition and patient specific groups 3) Via demographics - e.g. 25-34, 35-44, 45-54	Stakeholder map	Jan 2015
Work Theme: Individual and Patient Participation			
Pan Dorset's Carers Review: Implement and manage pan Dorset Carers Review - working with local authorities with a view to embedding work into Better Together programme and developing a single strategy for Dorset	Pan Dorset Carers Group Better Together workstream established	Pan Dorset Carers Strategy	Mar 2015
Pan Dorset CVS and voluntary sector: Review existing arrangements with CVS's and voluntary sector organisations across Dorset, in particular the funding arrangements, contracts and performance management with a view to implementation of a consistent approach across Dorset and within the CCG	Contracts drawn up Specification agreed Funding agreed	Signed contracts Workplans Quarterly reports	Aug 2014 Aug 2014 Aug 2014 ongoing in year

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Development and implementation of audience insights to track key themes, trends and changes to inform commissioning decisions accurately	Development of an audience research repository on the internet Collation of existing research last 3 years Search facility in place	Design brief Database of collated research Searchable database	Nov 14 Jan 15 Mar 15
Development and implementation of Supporting Stronger Voices - the CCG public and patient champion programme	Supporting Stronger Voices Forum for patient, carer, public and lay representatives (6 monthly)	Stronger Voices Forum set up Feedback brochure	May 2014 ongoing in year July 2014
Maternity, Reproductive and Family Health CCP support	Support formal consultation process on Assisted Conception Service	Report to CCC Report to CCP Report to GB Feedback to stakeholders	Sept 2014 Sept 2014 Nov 2014 Dec 2015
	To support the implementation of the Pan Dorset Maternity Strategy and Implementation Plan	Wessex AT Planning Workshop	Sept 2014
	To support review and development of termination of pregnancy service	Audience analysis Insight review and gathering Feedback to task and finish group Engagement on draft plans Feedback on influence on plans	July 2014 Aug 2014 Aug 2014 Oct 2014 Nov 2014
	Support Public Health with engagement to inform the Pan Dorset Breastfeeding Strategy Refresh	Meeting attendance	May 2014 and Aug 2014
	Plans to support the review of community paediatric services	Audience analysis Insight review and gathering Feedback on insights informing draft plans Engagement on draft plans Feedback on how views informed draft plans	Aug 2014 Sept 2014 Sept 2014 – ongoing with CCP
	Support further development of the Maternity Voices Group and Maternity Facebook page - specifically targeting hard to reach groups	Facebook advertising Advert DCC Parent Newsletter Audience development	Sept 14 Ongoing

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Cardiovascular disease, stroke, renal and diabetes CCP support	To provide engagement and communications support to work collaboratively with locality management teams to improve and enhance identification and management of people with atrial fibrillation.	Communications plan for AF pilot Communications plan for AF screening	July 2014 ongoing
	To provide engagement and communications support in evaluating: - The outcome and implementations of the Kings Fund cardiology. - The East Dorset cardiology GP pilot. - The locality direct access diagnostics pilots.	Communications and Engagement plan	June 2014 ongoing
	To provide engagement and communications support in enhancing primary and community diabetic services.	Glucose monitoring review events	May 14
	To provide engagement and communications support to improving member communication.	Newsletter	August ongoing
	To provide engagement and communications support to raise awareness of CVD themes and develop external digital media channels.	Communications plan	July 14 ongoing
	Cancer and End of Life CCP support	To support work with the Cancer Patient and Carer Reference Group	6 monthly meetings Bi monthly updates
To support engagement relating to the recommendations of the Dorset End of Life Care Review, undertake redesign work of model of care, specification and commence any procurement work		Engagement and Communications Plan	Apr 2014 ongoing
To support engagement work to inform the Cancer and End of Life CCPs priorities for 2015/16.		Audience analysis Patient and carer engagement Patient and carer feedback Stakeholder engagement Feedback	Jun 2014 July 2014 Aug 2014 Sept 2014 Oct 14 ongoing
To support engagement relating to the Referral Management Review		Patient and stakeholder engagement Feedback report	July 14 July 14

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General Medical and Surgical CCP support	To provide involvement support for Dorset Integrated Respiratory Service implementation and review	Respiratory reference group meetings Production of information film with Wessex respiratory Network	May 2014 Oct 2014
	To provide engagement and communications support for Dermatology service review and re-design	Audience analysis Insight review and gathering Feedback on how insights inform draft plan Engagement on draft plan Feedback on views informing final plans	Apr – July 2014 Apr – Aug 2014 Ongoing
	To provide engagement and communications support for Gastroenterology Service review and re-design (to be confirmed)	Engagement and Communications plan	Aug 2014 ongoing
	To provide engagement and communications support for TB service review and re-design (to be confirmed)	Engagement and Communications plan	TBC
	To support the development of general medical and surgical condition specific patient and carer representative groups	Patient and carer groups	Apr 14 ongoing
Mental Health and Learning Disabilities CCP support	To provide engagement and communications support to the review and redesign of the mental health acute care pathway.	Street triage pilot promotion Stakeholder analysis Communication plan Consultation	June 2014 July 2014 Aug 2014 June to Aug 2015
	To provide engagement and communications support for the review and redesign of the Dementia Diagnostic Pathway, and the Organic Specialist Pathway.	Engagement and Communications Plan	Sept 2014
	To provide engagement and communications support for the launch of the pan Dorset Memory Support and Advisory Service.	Internal communications and press release Videos for practices Branding and literature Soft launch Full launch	Aug 2014 Aug 2014 Aug 2014 Sept 2014 Nov 2014
	To provide engagement and communications support in development of mental health and learning disabilities patient and carer representative groups.	Carer and representative groups	Aug 2014 ongoing

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	To provide engagement and communication support to help meet the national dementia diagnosis targets.	Engagement and Communications plan	Aug 2014 ongoing
	To provide engagement and communications support to improving member communication.	Engagement and Communications plan	August 2014 ongoing
Musculoskeletal and Trauma CCP support	To provide engagement and communications support for development of specific primary care adult (16+) MSK physiotherapy provision in PC and OP services	Engagement and Communications plan	June 2014
	To provide engagement and communications support for the development of MSK CCP 5 year strategic plan	Patient and carers engagement plan Stakeholder engagement plan Feedback on engagement informing final plans	June 2014 Sept 2014 Dec 2014
	To support the development of musculoskeletal patient and carer representative groups	Carer and representative groups	Ongoing
	To provide engagement and communications support for Spinal Pain Service review and re-design	Engagement design and planning Stakeholder, patient and carer engagement Feedback	Aug 2014 October 2014 Dec 2014
Pan programme CCP support	To provide engagement and communications support for Community IV Therapy Services pilots	Engagement and communications plans	Apr 2014 ongoing
	To provide engagement and communications support for carers	Engagement and communications support and information	Apr 2014
Development and implementation of Communications and Engagement toolkit across CCG, CCPs and Localities	Launch intranet resource to help staff up skill their engagement and communications behaviour.	Intranet resource	June 2014
	Run series of workshops to demo tool kit and help teams become more self-sustainable	Toolkit Workshops	July 2014 Sept 2014 ongoing

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To develop engagement and communications support across East cluster	To develop more effective engagement and communications with members to include piloting 60 second video updates. Ongoing support with events and projects	60 sec video Dr Tom Knight Quarterly GP and Care Home workshops	Sept 2014 June 2014 ongoing
To develop engagement and communications support across Mid cluster	Purbeck Project phases	Reference Group meetings Public launch Wind down event planning Press article	Apr 2014 ongoing Sept – Oct 2014 Oct 2014 Oct – Nov 2014
	Poole Central locality stakeholder event	Event planning Stakeholder engagement Stakeholder feedback	Aug – Nov 2014 Nov 2014 Dec 2014 ongoing
To develop engagement and communications support across West cluster	Engagement and Communications support for Weymouth integrated assessment and treatment project – engagement event	Audience analysis Stakeholder event Insight gathering Feedback and engagement on plans	Apr – May 2014 July 2014 July – Aug 2014 Sept 2014
	Engagement and Communications support for North Dorset network event and Healthy Lifestyles Event	Network event presentation Healthy Lifestyles event	May 2014 July 2014
Better Together: Work stream support - integrated care	Provide engagement and communications support to development of integrated locality H&SC teams for frail older people and people with LTCs	Provider stakeholder event Draft service specification view seeking Feedback	Apr 2014 Apr – May 2014 June – July 2014
Clinical Service Review (CSR) Engagement and Communications workstream leadership and co-ordination	See separate CSR Engagement and Communications work plan	Stakeholder analysis Launch Event	Aug 2014 October 2014
Urgent Care: Programme support	To provide engagement and communications support to the urgent care review project.	Current engagement review Develop Communications and Engagement plan Develop further engagement plans	June 2014 July 2014 July – Jan 2015

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Work theme: Public Relations and reputation management			
Design, delivery and approval of CCG Annual Report	Phase 1 Project group set up	Initial meeting Project plan to A&Q	Sept 2014 Oct 2014
	Phase 2 Preparation of full annual report and accounts	Initial outline of draft report to A&Q CO and CFO sign off full draft Submission to auditors	Feb 2015 Mar 2015 Apr 2015
	Phase 3 Approval and final submission	Final report and accounts to A&Q Final report and accounts to GB Fully audited and signed AR and accounts submitted to NHS E	April/May 2015 May 2015 June 2015
	Phase 4 Publication and AR and accounts	Publication on web Presentation AGM	June 2015 July/Aug 2015
Corporate Identity refresh	Review and refresh elements of the corporate identity, including colours, integrated use of visuals and content house style	Review and involve stakeholders in development of new proposals	Oct – Dec 2014
		Approval and sign off	Jan 2015
		Update guidance notes	Jan 2015
		Circulate to staff	Feb 2015
Project Relationship Management	NHS Pan Dorset Communications Group	Chair Quarterly meetings	Apr 2014 ongoing
Proactive management of CCG reputation and brand	CO and Chair profile-raising and comms support	Fortnightly 1:1 with Chair and CO	July 14 ongoing
	Upgraded media training for senior people	4 x media training sessions	Oct 2014 – Mar 2015
	Develop media guide to clinical expertise and gain buy-in from all GP members that want to talk about their subject in the media	Media guide	Dec 2014
	Set up Press Office approach including proactive placing of stories	Positive media coverage	Apr 2014 – Mar 2015 ongoing
	Manage reactive media and develop crisis comms approach with senior leaders and NHS England	Media relationships and press coverage	Apr 2014 – Mar 2015

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	Support and advise CO and Chair with MP briefings (including briefing packs and logging key issues raised)	Attendance and support x 4 in year	Apr 2014 – Mar 2015
Work theme: Communications			
Review and continuous improvement and implementation of CCG internal communications and members' communications, including staff and membership bulletins, emails, intranet site	Bulletins	Membership and staff bulletins	Jun 2014 – Mar 2015
	Newsletters		Ongoing in year
	Intranet refresh	Development of enhanced staff intranet	July 2014 – Jan 2015
	Staff Events	Bi annual interactive staff events	On-going in year
	Discussion board and e-forum / all staff access area	Interactive website	July 14 ongoing
	Video and audio use	Video clips on intranet	July 14 ongoing
Review and continuous improvement and implementation of CCG external / public facing communications including bulletins, email, media management, internet site	Upgrade website		July 2014 ongoing
	Improve visibility of and engagement with social media channels	Video clips on internet	
	Develop interactive elements		Aug 2014 ongoing
	Analytics	KPIs and scorecard	Dec 2014
	Rich media production - including video, audio and photography to encourage people to share, like, follow, post and comment.	Increased followers on facebook and tweets	July 2014 ongoing
	Annual campaign plan		Aug 2014
	Creation, implementation and measurement of new public facing newsletter (feedback)	Increased stakeholder awareness and involvement with CCG	July 2014 ongoing
Development and implementation of more sophisticated metrics and monitoring to measure media relations, campaigns, website content and social media	Review current media monitoring methods	Recommended improvement plan	June 2014
	Recommend new solution and system to create e-monitoring to replace manual - ensure integrated system to measure health conversations in social media	New system specification	July 2014

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	Purchase and implement new system	Implemented new system	Sept 2014
Staff and GP Intranet and Communications Development	Review the potential GP intranet systems/platform and compare costs		Apr 2014
	Invite GPs and localities to presentations and vote on preferred choice	Recommendation on agreed way forward	May 2014
	Create project steering group	Agreed system	June 2014 ongoing
	Facilitate and project manage the intranet and communication project	GPs involved in and aware of project and milestone – updates and newsletter	June 2014 ongoing