

**APPENDIX 1: THE ENGAGEMENT AND COMMUNICATIONS FRAMEWORK DELIVERY PLAN FOR 2019/2020 – 2020/2021  
 UPDATED AT NOVEMBER 2019**

CCG Objective	Supporting theme	Actions	Lead	Update on Progress	Deadline
Improve the health and wellbeing of the population locally	Support people to make informed choices about their health and wellbeing.	Lead local communications and engagement on the NHS Long Term Plan, Sustainability and Transformation Plan and the Operating Plan 2020.	Head of Communications and Engagement/ Senior Public Engagement Lead	Ongoing, patient and public engagement was carried out for the Our Dorset NHS Long Term Plan	Q2 and ongoing
	Develop services that meet the needs of everyone, that are safe and support people's wellbeing.  Work alongside our partner organisations to ensure that people in Dorset have equal	Lead the development of the outcomes for improving engagement across the integrated care system resulting from the NHS England supported Discovery Project, including training 60 members of staff in co-design methods.	Senior Public Engagement Lead	Ongoing, training successfully delivered to members of staff in engagement, experience, facilitation and co-production skills. This work is now continuing	Q2

	access to services for everyone.	<p>Support the work of the Our Dorset Public Engagement Group and the Our Dorset Engagement Leads network;</p> <ul style="list-style-type: none"> <li>• extend the scope of our 'informed audiences' to make them representative of the integrated care system, by expanding the 'Supporting Stronger Voices' forum to include more members from a wider range of involvement networks and patient groups</li> <li>• continue to support CCG-led service reviews and projects by developing delivery teams' knowledge of engagement and communications tools and techniques, aligned to the CCG priority programmes of work</li> </ul>	Senior Public Engagement Lead	Ongoing	Ongoing
		Produce an annual report on engagement and public participation to be published alongside the CCG annual report.	Head of Communications and Engagement	Work has recently started on this	Q4

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		<p>Work with Dorset Association of Parish and Town Councils to develop a more comprehensive annual communication and engagement programme, which will provide local councils with accurate information about developments in local health services and the CCG with a better understanding of local issues and concerns.</p>	<p>Head of Communications and Engagement/ Senior Insight Lead</p>	<p>Started and ongoing</p>	<p>Q3</p>
		<p>Work with integrated care system partner organisations to plan and deliver a programme of pro-active media releases, features and videos to provide staff, members of the public and stakeholders with accurate and timely information to share successes, help them understand changes and drive use of new services at the right time and place.</p> <p>Areas of particular focus will be;</p> <ul style="list-style-type: none"> <li>• Urgent and Emergency Care; Integrated Community and Primary Care Services, including the development of primary care networks</li> <li>• working with integrated care system partner organisations to set up and maintain a bank of photographic images, which can be used online and in publications across health and social care</li> <li>• provide copywriting and design support to ensure all published information is written in plain language and accessible for the intended readership</li> <li>• build better relationships with the media by holding more face-to-face briefings, especially when dealing with bigger and more complex stories</li> <li>• act as 'brand guardians' to ensure that CCG</li> </ul>	<p>Engagement and Communications team</p>	<p>We are progressing work on these areas of focus and using new channels for communication, e.g. new Instagram channel recently launched to engage with wider audiences</p>	<p>Ongoing</p>

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		<p>corporate identity and/or Our Dorset integrated care system guidelines are adhered to online and in all printed publications</p> <ul style="list-style-type: none"> <li>• review and continuously improve external public facing communications including bulletins, email, media management and online content.</li> </ul>			
		Respond to correspondence received from MPs and councillors to provide relevant information and briefings for them and their constituents – including Parliamentary hub queries from NHS England.	Senior Insight Lead	Ongoing	Ongoing
		Lead on Equality and Diversity to ensure that the CCG's Public Sector Equality Duties are met.	Head of Communications and Engagement	We are now leading on this important area as a team	Ongoing
Work together as a team	Ensure we connect and work together as teams within the organisation and more widely with our partners to strengthen our approach in Dorset.	Work with the CCG primary care team to provide enhanced and more equitable support to Patient Participation Groups across localities to help practices fulfil their contractual duties and responsibilities for patient involvement and engagement.	Senior Public Engagement Lead/ Senior Engagement and Communications Co-ordinator	There has been positive progress in this, with our two PPG coordinators engaging across local communities	Ongoing
	Engage and involve people in decisions which affect them.  Seek to understand the needs of others	Continue to develop and build effective working relationships to promote meaningful engagement and involvement with key partners and elected representatives such as MPs, local authorities (including Public Health Dorset, health and wellbeing boards, health scrutiny and oversight committee) and our NHS provider trusts.	Senior Insight Lead	Ongoing	Ongoing

	and help to manage their expectations.	Working with lead directors and supporting staff to ensure that papers and presentations are submitted to OSCs in accordance with statutory requirements.	Head of Communications and Engagement	Ongoing	Ongoing
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		<p>Build on the links we have established with Health watch Dorset, the Dorset Race Equality Council and other umbrella voluntary organisations (such as the newly formed Bournemouth and Poole Council for Voluntary Services now called the Community Action Network (CAN), Dorset Community Action, and the Volunteer Centre Dorset).</p>	<p>Head of Communications and Engagement/ Senior Insight Lead</p>	<p>We are working closely with a range of organisations, and most recently worked together with voluntary organisations on a successful joint bid to support the development of an integrated approach to volunteering across Our Dorset</p>	<p>Ongoing</p>

		<p>Provide strategic leadership for marketing and digital support for integrated care system-wide staff recruitment, retention and development plans. This will include;</p> <ul style="list-style-type: none"> <li>• developing the JoinOurDorset website</li> <li>• provide digital marketing solutions to support the integrated care system development, for example, information sharing platforms, websites and general marketing campaigns</li> <li>• work with integrated care system partner organisations to develop a system-wide social media strategy</li> <li>• review and re-develop the Our Dorset website</li> <li>• produce a strategy and manage requests to develop new websites.</li> </ul>	Senior Digital and Marketing Lead/ Senior Digital Co-ordinator	This work is progressing with digital marketing campaigns e.g. a digital marketing campaign for Our Dorset to recruit Registered Nursing Degree Apprentices resulted in 250 applications	Q4
		Work with the Directorate of Nursing and Quality to support the King's Fund/NHSE/integrated care system patient insight project.	Head of Communications and Engagement/ Senior Insight Lead	Ongoing	Q3

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Develop the way we work	Treat everyone with dignity and respect	<p>Review and continuously improve communications with staff and GP members, including;</p> <ul style="list-style-type: none"> <li>• support the outcomes from the Our People and Culture programme</li> <li>• develop and implement a new CCG intranet and GP intranet</li> </ul> <p>to review and refresh the CCG-branded materials and templates</p> <p>to develop and manage any new visual identities</p> <p>support the production of easy-to-understand information by the use of good design and graphics.</p>	Head of Communications and Engagement/ Media Relations and Publications Lead/ Senior Digital and Marketing Lead	Work is underway in these areas, with the new CCG intranet now live	
Develop the way we work	Look at ways we can work differently to create an even better working environment	Develop the use of Microsoft Dynamic care system (CRM) and Click Dimensions system to fully explore its potential support management of our stakeholder databases and additional functionality.	Senior Insight Lead	Review currently underway	Q2
Develop the way we work	Celebrate our successes and learn from each other	Work with general practices (members) to help them communicate essential information to their registered patients.	Head of Communications and Engagement/ Media Relations and Publications Lead	Ongoing, as part of a new communication plan	Ongoing
Develop the way we work		<p>Support the Personal Healthcare Transformation programme in the following areas;</p> <ul style="list-style-type: none"> <li>• Develop a visual identity</li> <li>• Recruitment campaign</li> <li>• Revise patient-facing information leaflets and standard letters</li> <li>• Online content.</li> </ul>	Head of Communications and Engagement	We have been supporting this area of work	Q2