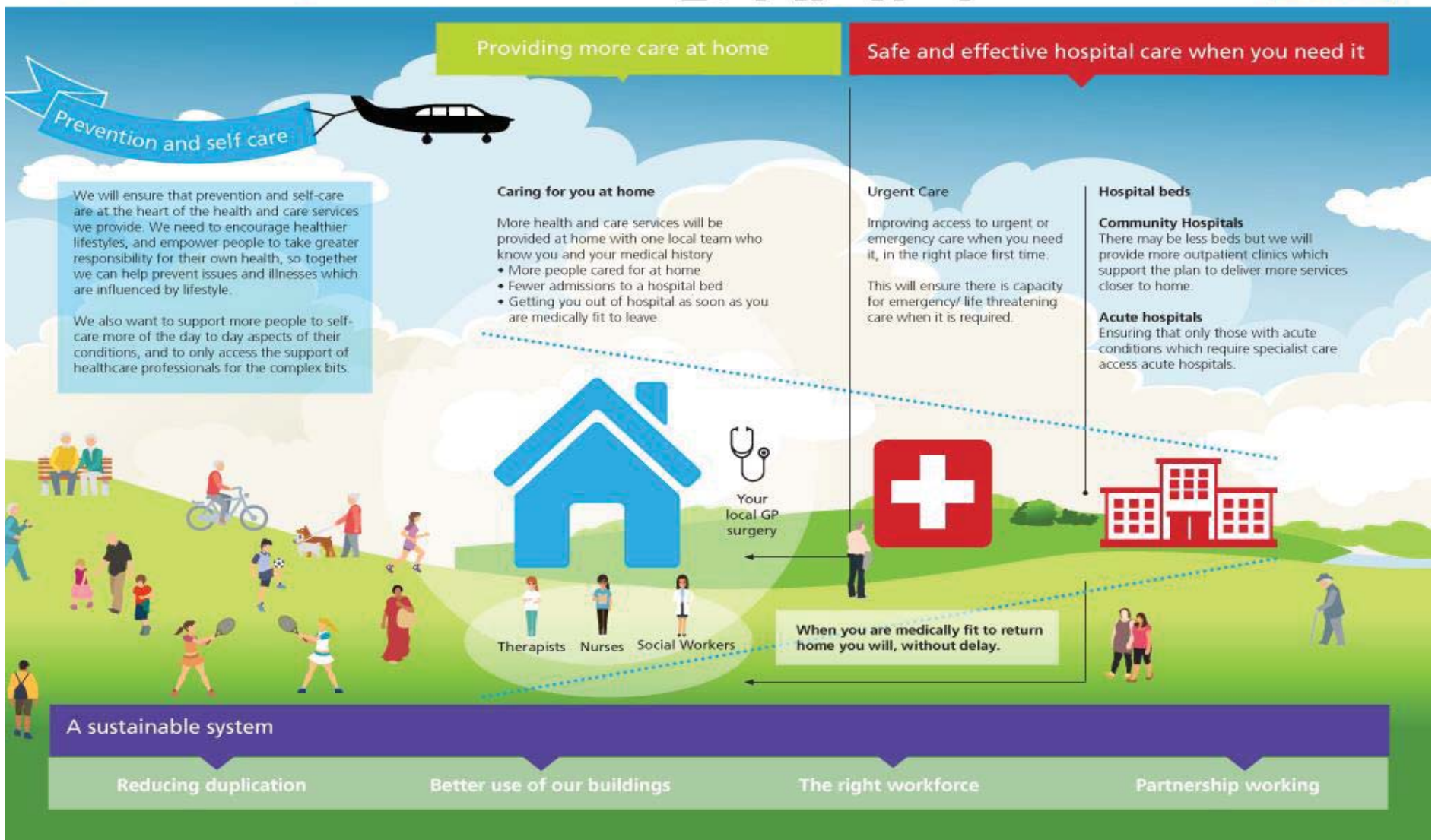


Communications and Engagement Plan



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Communications and Engagement Plan

Our STP priorities are not new; they have been central to our engagement for a number of years and include extensive engagement around our strategies for Urgent Care, the reconfiguration of acute hospitals services, increasing out of hospital delivery and the promotion of self care and prevention. The collaborative focus of the STP process has enabled us to bring the learning from these activities together to develop a consistent approach to our future work, namely to effectively scale up the engagement and interaction with our local communities, clinicians and staff from 17th October.

- Our collective experience from previous engagement around “the left shift” in the delivery of care is that the majority of stakeholders understand and support both the need for change, as well as the necessity for improvement, especially for older/ more vulnerable people. From April 2016, as STP partners we have been using all our existing engagement events to talk to members of the public and stakeholders about this system wide strategic case for change; providing us with over 100 engagement opportunities across the 2 counties to outline the Triple Aim challenge, our local gaps and gain feedback on some of emerging issues . These early discussions reflected the position above, namely that the rationale for change is supported but there are specific themes that require more exploration and assurance, for example transport and capacity of our workforce to deliver much more care at home.
- The Communications and Engagement workstream is well established and has leads from all partner organisations that meet every fortnight to coordinate activities and feedback, both internally and externally. Each workstream also has an identified communications and engagement lead to ensure consistency of messages.
- From September our STP communication has been branded as #yourconversation and a dedicated website was launched in September. www.yourconversationhw.nhs.uk. The website includes some of the previous engagement activities and content, FAQs, details of our engagement events and a questionnaire. There is a weekly #yourconversation bulletin which is issued to all staff and stakeholders.
- Staff engagement in all partner organisations is being increased in preparation for the next phase of STP development. The ‘Back Office’ and ‘Workforce and Organisational Development’ workstreams have the potential to affect the working lives of many of our staff and we are engaging with them to help them devise solutions which will make the back office of all our organisations more efficient. Each partner organisation has taken responsibility for engaging with their staff and staffside organisations using agreed messages.

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Communications and Engagement Plan

We have now reached a point on our STP journey where it is critical that we engage more fully on our emerging thinking, including the ways in which we might work differently to address our priorities if we are to realise onward success. Although we are formally consulting on Worcestershire's acute services from November 2016 the other areas being explored in our STP are still in formation and from 25th October we are wanting to facilitate early discussions around the likely direction of travel, the development of local solutions and co-design around more formal engagement going forward (as per the NHS publication on "Engaging Local People - a guide for local areas developing Sustainability and Transformation Plans" September 2016). This will approach will be cascaded into all formal meetings, stakeholder forums, staff events etc supplemented by roadshows, briefing, social media campaigns and proactive media coverage.

#yourconversation

The early engagement outlined above will start on 18th October with our staff and then external stakeholders on 19th October. This will also publically launch #yourconversation in the media as a mechanism to gain early views and wider engagement in further shaping of our STP. The content will build on previous cascades and specifically scale up our wider staff engagement to include written briefs, drop-in sessions and roadshows (#yourconversation mobile briefings via our training bus) as well as interactive #yourconversation webinars, blogs etc.

Clinical Engagement

There are two countywide clinical reference groups which provide advice to the Programme Board on all aspects of the STP. In addition there is a joint clinical engagement group which straddles both counties to come together to discuss specific items and concerns. In addition each workstream has clinical input and have plans to involve the wider community in the further development of their ideas and concepts. Clinical engagement also forms part of the staff engagement programmes in all partner organisations. Plans are underway for a series of workshops for clinicians from across the two counties at the beginning of December to discuss the STP and how clinicians can shape the current thinking and future plans.

Key stakeholder engagement

We are establishing a Stakeholder Advisory Group under the chairmanship of the. Voluntary and Community Sector. The group will consist of councillors, lay members from CCGs and Trusts and representatives from community and voluntary groups. Its role will be to advise on all STP communications and engagement with the public. A briefing is being arranged in London for the eight MPs who represent Herefordshire and Worcestershire. This is in addition to the individual briefs which they have received from partner organisations. All partner organisations receive updates at their Boards/Governing Bodies and support the STP direction of travel as well as specific briefings as required

Engagement with the public

As partners we will continue to use all our existing engagement events as opportunities to talk to members of the public and stakeholders about the case for change and the emerging thinking in our STP. #yourconversation will be scale up as our interactive tool to discuss the issues stakeholders have around STP priorities. This will be supported by awareness raising social media activity, proactive media campaigns and publicity through open events and forums.

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Communications and Engagement Timeline

		Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17	Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	
PMO Governance	Governance	◆ Board	◆ Board	◆ Board	◆ Board	◆ Board	◆ Board	◆ Board	◆ Board	◆ Board	◆ Board	◆ Board	◆ Board	
		◆ Programme Executive (bi-weekly)	◆ Programme Executive (bi-weekly)	◆ Programme Executive (bi-weekly)	◆ Programme Executive (bi-weekly)	◆ Programme Executive (bi-weekly)	◆ Programme Executive (bi-weekly)	◆ Programme Executive (bi-weekly)	◆ Programme Executive (bi-weekly)	◆ Programme Executive (bi-weekly)	◆ Programme Executive (bi-weekly)	◆ Programme Executive (bi-weekly)	◆ Programme Executive (bi-weekly)	
Gateway approvals (more scoping required)	Clinical Senate								TBC?					
	Regional Assurance								TBC?					
	Investment Committee								TBC?					
Engagement & Consultation	Pre and Full Engagement (Oct-May 17)													
	Establish stakeholder reference group		◆ Service user forum		◆ Service user forum		◆ Service user forum		◆ Service user forum		◆ Service user forum		◆ Service user forum	
	Clinical reference groups (x2)	◆	◆	◆	◆	◆	◆	◆	◆	Consultation as appropriate (TBC) (May-Sep 17)				
	Stakeholder briefings/comms	#yourconversation – weekly bulletin and briefings					◆ #your conversation	◆ #your conversation	◆ #your conversation	◆ #your conversation	◆ #your conversation	◆ #your conversation	◆ #your conversation	◆ #your conversation
Key meetings	Governing body boards and partner meetings (Eg health watch)													
	HOSC	Worcs	◆ WCC HOSC	◆ WCC HOSC	◆ WCC HOSC	◆ WCC HOSC	◆ WCC HOSC	◆ WCC HOSC	◆ WCC HOSC	◆ WCC HOSC	◆ WCC HOSC	◆ WCC HOSC	◆ WCC HOSC	◆ WCC HOSC
		Hfd	◆ HC HOSC	◆ HC HOSC		◆ HC HOSC	◆ HC HOSC			◆ HC HOSC				
	Health and Wellbeing	Worcs		◆ WCC HWBB			◆ WCC HWBB		◆ WCC HWBB			◆ WCC HWBB		
		Hfd	◆ HC HWBB	◆ HC HWBB		◆ HC HWBB	◆ HC HWBB	◆ HC HWBB	◆ HC HWBB	◆ HC HWBB				
	MP briefings	◆ 17/10		◆		◆		◆		◆		◆		
Decision Points/ major milestones			◆ Feedback on plan next submission date TBC		◆ Communication time lines TBA including formal consultation									
External impacts								Worcestershire PURDAH 23 Mar 17-4 May 17						

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