

Engagement Plan for Darlington Clinical Commissioning Group Clear and Credible Plan / Vision

Introduction

This document outlines the Engagement Plan to engage stakeholders in the development of the clinical commissioning group vision.

The plan has been developed to deliver:

- demonstrable involvement of stakeholders in the development of the CCG vision and values
- identified mechanisms for stakeholder engagement
- use of engagement exercises to reveal expectations
- communication of CCG direction and plans to patients, the public, stakeholders and staff
- a schedule of engagement activity
- ongoing communication of CCG vision
- stakeholder understanding of relationship with interim commissioning intentions and ISOP
- initial corporate identity development.

Key stakeholders

- General public in Darlington
- Relevant partnerships, forums, community and voluntary organisations / groups and carers organisations, including long term conditions groups, disability groups.
- GP practices and staff in Darlington
- 3rd sector organisations
- Practice Participation Groups in Darlington
- Darlington Borough Council / Durham County Council - relevant workstreams
- Overview and scrutiny committees
- LINKs / emerging HealthWatch
- Shadow Health and Wellbeing Boards
- County Durham and Darlington NHS Foundation Trust
- Tees Esk and Wear Valley NHS Foundation Trust
- North Tees and Hartlepool NHS Foundation Trust (S&E Durham CCG)
- Area Action Partnerships (Durham only)
- Health networks
- Other CCGs
- CSU staff in NHS County Durham and Darlington
- Local MPs.

Implementation Plan

Activity/product	Task	Timeline
Communications via mechanisms and resources		
PCT Stakeholder briefing / e-zine	Contact Communications team for support in drafting briefings for publicising events announcements and inviting participation	Ongoing
PCT independent contractor bulletin - Frontliner	Contact Communications team for support in drafting briefings for publicising events announcements and inviting participation	Ongoing
Media relations	<ul style="list-style-type: none"> - Contact Communications team for ongoing support in publicising events, announcements and inviting participation - Establish a spokesperson 	Ongoing CCG to identify
Website	Decide on own site development or use PCT site Contact communications team for support as required	Ongoing
Stakeholder database	Target stakeholders via Involvement Officer	Ongoing
CCG newsletter / e-bulletin	Develop a standard bulletin and list of recipients	To be agreed
Engagement Toolkit	Use appropriate techniques to support engagement	When required
PCT Prospectus	Use as an example of a public facing version of a strategic document	Ongoing
Updating and informing CSU and aligned staff	Forward content for PCT staff e-bulletins and support zone to launch vision and to share information to communications team	When required
Local authority internal communications mechanisms	Contact Communications team who will liaise with local authority communications teams	When required
NHS Foundation Trust internal communications mechanisms	Contact Communications team who will liaise with FT communications teams	When required
Email footer	Create standard promotional email footer for use by all	To be agreed

	CCG staff to highlight vision	
Information products		
Clear and Credible Plan (CCP) **** Key action	<ul style="list-style-type: none"> - Develop a public facing version of the CCP to demonstrate engagement around vision including engagement processes and outcomes, summary of stakeholder views - Plan publicity, signposting, distribution and availability on websites 	Ongoing
All engagement event and activity outcomes	Make available via website or similar information sharing mechanisms to demonstrate 'you said, we did'.	Ongoing
CCG logo and shadow identity	Use interim logo in line with NHS Identity Guidelines for non-statutory organisations – contact Communications Team	Ongoing
Standard presentation and briefing sheet	Develop presentation and briefing information to support engagement	To be agreed
ISOP	Key reference – clarify relationship with CCP	Ongoing
Stakeholder engagement		
Identify stakeholders	Identify key stakeholders and segment / map into groups for prioritised engagement	When required
Key messages	Establish key messages - refer to CCP	When required
OSC and LINK engagement	Arrange a formal briefing for OSCs and LINKs via Involvement and Scrutiny Liaison Manager	Monthly
Transition workstream engagement	Develop update information for local authority project groups and workstreams e.g. for HealthWatch development	To be agreed
Gain stakeholder understanding	Find out what visions and values stakeholders think are important and incorporate their views into the vision – see Toolkit	Ongoing
Involve stakeholders in developing CCG vision and values.	<ul style="list-style-type: none"> - Design structured events, surveys and questionnaires etc. to identify stakeholders' common values and then use these as the basis for CCG values. Target to stakeholders - Map views against stakeholders and summarise 	Ongoing

	<ul style="list-style-type: none">- Consider linking CCG values to an acronym to support recollection <p>See Engagement Toolkit</p>	
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SAMPLE