

Darlington Shadow Clinical Commissioning Group (CCG)

CCG Operational Communications Plan

1. Introduction

This document below has been produced in line with NHS County Durham and Darlington's Transition Programme Communications and Implementation Plan.

This plan sits alongside the tasks and associated milestones of the Localised Operational Engagement Plan and underpins the Darlington SCCG Communications and Engagement Strategy 2011-2013.

The draft plan will assist in the consideration and development of ongoing communications for the CCG and will support strategic engagement by providing a focus for debates on local needs and priorities for improvement, and a signal to providers on the services they may wish to develop.

2. Objectives

Communications activities will support the following four objectives:

1. Handling reputation and shaping overall relationships with patients, the public and other key stakeholders to build confidence in the CCG as a commissioning organisation.
2. Building effective strategic engagement and involvement through local engagement and scrutiny structures to promote a positive engagement culture.
3. Developing service user, public and carer involvement and patient experience in shaping service / pathway developments and changes, and improving health outcomes.
4. Developing systems, processes and mechanisms which deliver activity and promote an open organisational communications and engagement culture.

3. Communications support

The NHS County Durham and Darlington communications team can provide a range of advice, knowledge and support to the CCG on the following in order to deliver this plan:

- developing communications plans e.g. to raise awareness about the vision and plans, pathway developments
- working with the media and providing support in responding to media enquiries
- advising on safeguarding the reputation and 'brand' of the pathfinders
- advising on design and print materials, including liaising with approved design and print companies
- how to produce public facing documents and patient information in plain English
- sharing sample communications tools, templates and documents i.e. key messages re modernisation of the NHS
- linking to local authority communications resources and tools to help enable appropriate spread of tailored messages
- collaboration with NHS partner organisations on national campaigns to reach a mass audience and ensure economies of scale e.g. flu, winter messages etc.
- supporting the CCG in communicating key commissioning developments to local population to support effective engagement
- communicating with patients, carers and stakeholders via newsletters, e-bulletins, leaflets, posters and other forms of media including social media (Facebook, Twitter etc.)
- promote achievements and successes – good news stories via media and other mechanisms
- arranging photography for events/openings
- advising on high profile visits or openings e.g. Ministerial / MP openings.

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Objectives	Actions	Methods of Delivery	Responsibility
<p>Handling reputation and shaping overall relationships with patients, the public and other key stakeholders to build confidence in the CCG as a commissioning organisation.</p>	<p>Communicate vision, strategic direction and plans to patients, the public, stakeholders and staff.</p>	<p>Providing reactive responses to the media and maximising opportunities for proactive good news stories. Involvement Officer and Project Lead to act as champions in identifying communications opportunities and issues</p> <p>A range of written and interactive mechanisms e.g. web based, e-bulletins, PCT e-bulletins, FT member and internal newsletters, local authority magazine and internal bulletins, partner and community based newsletters.</p> <p>Production of clearly branded materials to support identity</p> <p>Existing networks, mechanisms and approaches for communications joined up with those of local e.g. through Darlington Involvement Joint Working Group</p> <p>Plans to produce an annual report within timescales</p>	<p>Involvement Officer</p> <p>Project Lead</p> <p>PCT Comms Team to activate partner mechanisms</p>
	<p>Support the wider GP community in improving patients' involvement in their</p>	<p>Programme of events to support wider GP and other independent contractor</p>	<p>Involvement Officer</p>

	own health and care and in planning how to improve GP practice services	engagement Support for PPGs via PCT communications mechanisms	Project Lead Practice managers
	Develop internal communications with GPs, practice staff and commissioning support staff	A range of written and interactive mechanisms e.g. web based, e-bulletins e.g. Frontliner and InTouch	PCT Comms Team via Involvement Officer Project Lead
Building effective strategic engagement and involvement through local engagement and scrutiny structures to promote a positive external engagement culture.	Work with local authorities, Health and Wellbeing Boards, LINKs / the local HealthWatch, Overview and Scrutiny functions over vision and plans	Regular attendance at meetings, on request, invitation to events, e-briefing. Regular briefing, presentations and discussion with local authorities, Overview and Scrutiny, LINK, HealthWatch, Foundation Trusts, other providers, GPs, local committees, patients, the public and the voluntary sector. Regular updates to all stakeholders on developments and progress via PCT briefing and website	Involvement Officer via PCT Comms and Involvement Team Director / AD Project Lead
	Share information and decision making with the public	Public facing version of Clear and Credible Plan is produced, distributed to key stakeholders and made available on-line. (See Engagement Plan for the Darlington Clinical Commissioning	AD PCT Head of Comms & Involvement

		<p>Group Clear and Credible Plan / Vision)</p> <p>Standard presentations, briefing sheets developed for ongoing use.</p> <p>Shared toolkit of communications materials for briefings, presentations</p> <p>Information to demonstrate:</p> <ul style="list-style-type: none"> • achievements against aims and objectives • service developments and improvements • ways in which public input has influenced decisions. • how the public can influence the process 	Involvement Manager
Developing service user, public and carer involvement and patient experience in shaping service / pathway developments and changes, and improving health outcomes.	Promote the role of patients, carers and the wider community in improving their own health and well-being	<p>Public facing campaigns which influence behaviour with regard to healthy lifestyles and promote best use of services. E.g. NHS 111, flu, winter and summer messages, use of pharmacy services, DNA. These may be co-ordinated across.</p> <p>E-engagement opportunities through mechanisms such as My NHS.</p> <p>Public support and endorsement for public health and regional NHS campaigns</p>	<p>AD</p> <p>PCT Head of Comms & Involvement</p> <p>PCT Comms Manager</p>

	Involving patients and carers in redesigning services and/or pathways to deliver improved outcomes and better meet patients' needs	Individual Involvement and Communications Plans which will deliver co-ordinated activities support for service / pathway developments and changes Involvement activities including the development of e-engagement opportunities through mechanisms such as My NHS Promotion of involvement and patient feedback opportunities	Involvement Officer AD PCT Head of Comms & Involvement PCT Comms Manager
Developing systems, processes and mechanisms which deliver activity and promote an open organisational communications and engagement culture	Build communications and engagement into the commissioning process to demonstrate that all commissioned schemes are focused on patients, service users and carers	Engagement Toolkit and Communications Toolkit Public facing material which demonstrates 'you said, we did' approach	Involvement Officer PCT Involvement Manager
	Develop an infrastructure to ensure effective communications and engagement with stakeholders	Development of a website and social media presence Stakeholder map Mechanisms in place to seek feedback	Involvement Officer via PCT Comms Team Project Lead

		<p>on communications.</p> <p>Process for ensuring feedback is responded to and acted upon</p> <p>Protocol and process for updating website, gathering and issuing timely information for bulletins etc.</p>	
	Map and draw upon on existing partnerships and networks	<p>Links with the local community including hard to reach and seldom heard groups</p> <p>PCT database of networks / mechanisms</p>	<p>Involvement Officer</p> <p>PCT Involvement Manager</p>
	Ensure a range of suitable channels are used to communicate and engage patients, service users, carers and local communities in the work of the Darlington Shadow Clinical Commissioning Group	<p>Existing networks, mechanisms and approaches for engaging local communities joined up with those of local authorities e.g. through Darlington Involvement Joint Working group</p> <p>Packages consisting of options such as paid for advertising, marketing communications materials, PR and media, displays, interactive mechanisms, website and social media to be designed as appropriate.</p>	<p>Involvement Officer</p> <p>PCT Comms Team via Involvement Officer</p>
	Equip CCG leads and staff with communications skills	<p>Communications Toolkit</p> <p>Media and other relevant training</p> <p>Support form Communications Team</p>	Comms Officer