

NAME OF YOUR PROJECT

Communications and Engagement Plan

Included in the following template are key considerations to work through as the project lead, with the detailed knowledge of your working areas. Please attempt to work through each of the sections in red using the prompts included below.

Once you have completed each section, please contact the Involvement Team who will help you refine and progress further.

The 'Action Plan' section can be completed after discussions with the Involvement Team.

Please note this will be a public facing document, and this should be reflected in the content included.

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Introduction to the plan

Please provide a brief introduction of the project.

Rationale

Examples could be: -

- Feedback from those individuals who have direct experience of using/ interacting with these services will be valuable to help inform elements of these future service specifications.
- Looking to ensure that future service provision is able to meet peoples needs appropriately and provide them with the best 'outcomes' for their needs/ situation

Objective(s)

Examples could be: -

- Need to know what aspects of the care, support or processes could be improved.
- Want to be able to focus on delivering the best 'quality outcomes' for individuals using these services in the future – what does this mean/ look like for people.

Stakeholders

Please refer to the Stakeholder mapping guidance for more information.

Internal:	External:
• Who are you looking to speak to within our organisation(s)?	• Current service users
•	• Families of current service users
•	• Staff working in these services
•	• Local Healthwatch organisations
•	• Local and regional health and well-being boards

Public conversations

Keep to a paragraph or two.

Based on your objectives and the identified stakeholders, what are any supplementary points to consider in relation to conversations with the public.

- Are there any key practical considerations or accessibility needs to engage your target audiences effectively?
- Are there any additional opportunities to help inform the public about local developments or processes as part of this piece of work?

Key messages

- Keep to around 6-8 bullet points
- What are the overarching messages that are central to this conversation?
- What are you trying to achieve?
- This could consider;
 - the reason for a potential change being needed and where has this come from (e.g. local insights, policy change etc)
 - what opportunities are available to enhance what and how a service is provided in the future
 - the impact that it is looking to have

Methods of engagement

To be completed by the Involvement Team

- Review of any related complaints
- Desktop review from provider feedback
- Desk top review of any existing service feedback/ service user feedback
- What are the specific approaches that you think will be required / effective?
- Are there going to need to be different approaches for different audiences?
- What types of formats will likely be used for the conversations – focus groups, drop-in sessions, events, electronic surveys, attendance at existing groups, postal surveys, face to face interviews?
- Could there be opportunities to work in partnership with one / some voluntary and community sector organisations to support the engagement activities?
- Consider what budget is available to support the activities you are looking to undertake?

Equality

As part of the process of identifying people who may be affected by your project, an Equality Impact Assessment should be completed to ensure that all people and communities, including those with protected characteristics such as age or disability, are fully considered. This document should be continually updated throughout the duration of the project, and where impacts are identified they should be addressed as part of the Involvement plan.

In line with established policy and process, the principles of equality and diversity will underpin all communication activity. Alternative formats will be produced as necessary and appropriate.

Communication work plans

Media handling plan and stakeholder briefings to be developed and supported by ICB Communications team involved with the project. The ICB Communications team will work closely with the ICB Involvement team on the production of any materials and the delivery of any identified activities.

Reactive statements to be produced as required.

Further clarifications regarding materials required to be reviewed regularly

Evaluation and Review

A summary engagement report outlining the work undertaken and key themes from it will be made available once completed.

Are there any other programme boards or committees that will need to be kept updated as part of this work?

Where will the information ultimately need to be reported on?

Action plan

Status Key

GREEN = completed

ORANGE = In progress

RED = outstanding/ delayed

1 - Preparations

Activity	Communication platform	Comments / Notes	Audience	Lead by	Outcomes / measures	Due	Status

2 – Public conversations

Activity	Communication platform	Comments / Notes	Audience	Lead by	Outcomes / measures	Due	Completed

Activity	Communication platform	Comments / Notes	Audience	Lead by	Outcomes / measures	Due	Completed

