

Our engagement and communications strategy 2018/19

What do we want to do?

Our main aims for this year currently include -

- Increasing the number of patients, carers and other stakeholders co-producing with us on planning, service design and procurement
- Developing more effective and meaningful two-way conversations with patients and carers, particularly with 'hard to reach groups'
- Putting more focus on a 'system-wide' approach with other NHS partners to support 'one NHS' and reducing duplication and public confusion
- Increasing interested residents' and stakeholders' understanding of our local objectives and priorities
- Ensuring more effective staff communications and engagement is in place to make effective changes and address local challenges

How will we do this?

Some of the things we currently plan to do this year include -

- Developing shared patient forums, websites and social media platforms with our health and social care partners
- Introducing new engagement framework to provide more countywide and local opportunities for patient involvement
- Reviewing our approach to engaging with young people
- Holding more meetings in public and providing greater opportunities for public to ask our clinical leaders questions
- Supporting Patient Participation Groups and local networks, and helping practices to understand the value of these groups
- Developing a better system for monitoring and reporting on patient involvement in all of our commissioning activities

How will we do this?

Some of the things we currently plan to do this year include -

- Co-producing engagement and communication principles with community, voluntary sector and primary care representatives
- Writing and speaking in clear, concise English in everyday language
- Making better use of social media and video to promote key messages and involvement opportunities in a more engaging way
- Developing an engagement toolkit to support commissioners in ensuring effective patient involvement when considering any service changes
- Providing more effective signposting for residents to navigate local health and care services across Worcestershire

Thank you

These objectives and plans are based on what we've heard from our patients, carers, staff and stakeholders over the past year

- Do they sound right to you?
- Is there anything missing here that you think the CCGs should be focusing on this year?
- Is there anything included that you think seems out of place or should be excluded this year?

Please send any comments to:

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