

Detailed Communications and Engagement Implementation Plan 2014

Task	Details	Responsible	Timescale
Planning and preparation			
Stakeholder contacts	Update/agree stakeholder contact list to include N Yorks community/voluntary groups and GPs Agree selected stakeholders to participate in January event (see below)	NECS, CCG	On-going
Option discussion with GPs	Informal operation group	CCG	11 Dec 2013
Liaise with Area Team		NECS/CCG	On-going
Other meetings	Identify targeted meetings/voluntary and third sector groups to approach for input and plan attendance	NECS	Dec 2013
Prepare presentation and briefing	To include feedback from engagement activity and outline communications plan. Also options?	NECS/CCG	Dec/Jan 2013/2014
Healthwatch	Meeting held with Healthwatch re input/support available. Discussions on-going	NECS	17 Jan 2014
GP events	Locality Forums Clinical Council of Members (CCOM) Meeting	CCG CCOM/CCG	Jan 2014 16 Jan 2014

	Clinical Council of Members (CCOM) Meeting	CCOM/CCG	10 Apr 2014
FT Clinical Engagement	Meeting at James Cook University Hospital	CCG/GP	20 Jan 2014
Stakeholder event	Presentation of engagement report findings and further feedback sought	NECS/CCG	29 Jan 2014
South Tees & Redcar Joint Health Scrutiny	Attendance as appropriate/requested	PAPERS	17 Jan 2014
		NECS/CCG	27 Jan 2014
		PAPERS	19 Feb 2014
		NECS/CCG	27 Feb 2014
		PAPERS	7 Mar 2014
		NECS/CCG	17 Mar 2014
		PAPERS	28 Mar 2014
		NECS/CCG	7 April 2014
North Yorkshire OSC	OSC mid-cycle meeting. Briefing prepared.	NECS/CCG	21 Feb 2014
Middlesbrough Health and Wellbeing Board	Presentation of engagement report and next steps discussion.	CCG	12 Feb 2014

Redcar and Cleveland Health and Wellbeing Board	Attendance as appropriate/requested	CCG	29th Jan 2014, 10am 26th Mar 2014, 10am 14th May 2014, 10am
MP meetings	Tom Blenkinsop (M'bro South and E Cleveland) Ian Swales (Redcar) Andy McDonald (M'bro)	CCG	31 st Jan 2014 10:00AM 7 th Feb 2014 14:00 – 15:00PM Tele conference 4 th Mar 2014 14 th Mar 2014 11.00AM
LMC	Discussion with LMC	CCG	TBC
Communicate with provider staff	Plan to be developed	South Tees NHS FT	Feb 2014
Draft engagement document	Agree questions/options Agree feedback mechanisms For final approval and to print by w/c 24 February	NECS	14 Feb
Draft fact sheets	For use throughout consultation	NECS	Apr 2014
Book public events	Redcar, Guisborough, Middlesbrough, Eston, Brotton <ul style="list-style-type: none"> • Set dates • Book venues • Confirm format of events • Confirm dates for attending representatives 	NECS	Mar/Apr 2014

	<ul style="list-style-type: none"> • Plan advertising • Prepare poster/flyer and distribute to households and other outlet • Plan advertising • Prepare presentation • Prepare facilitators' recording materials • Draft and issue press release with contact details 		
Consultation video	Video prepared for use on CCG website and at events	STFT/NECS	Apr 2014
Media training	Organise media training for identified leads	NECS	Apr 2014
Website	Information for CCG website drafted and agreed	NECS	By end April
Media	Draft media release/s Prepare Q&As for reactive work Prepare key message for CCG leads/spokespeople	NECS	By end April
PRG toolkit	Prepare discussion material for distribution to PRGs	NECS	By end February
Social media	Establish Facebook and Twitter channels	NECS	Mar/Apr 2014
Community/voluntary sector liaison	Work with 3 rd sector to establish series of meetings/presentations and take advice on further actions necessary to ensure adequate involvement. Particularly in relation to BME community	NECS	On-going
Carers Together	Engage agency to facilitate completion of formal consultation questionnaires	NECS	Mar/On-going 2014

Council event for elected representative/staff and providers	OSC chair offered to stage event. Discussion/planning/promotion	NECS	TBC
FOI/PALS	Advise staff of engagement activity	NECS	By end April
Evidence log	Prepare log and agree recording protocol	FT/CCG/NECS	On-going
Reporting process	Agree reporting process and commission external support where required	FT/CCG NECS	On-going
Implementation w/c 28 April 2014 – w/e 31 July 2014 (Including 6 week break for European elections)			
Briefing to GP practices in S Tees and North Yorks	Information on consultation, plus electronic resources	NECS	w/c 28 Apr 2014
Website content	Live on CCG site with links to/from FT/Partners	NECS	w/c 28 Apr 2014
Disseminate public facing document	Prepare letters and mail/email with appropriate documents to: Stakeholder list My NHS Patient reference groups Practice managers across South Tees and North Yorks FT membership TEWV membership Healthwatch PALS GP practices MPs LMC	NECS	w/c 28 Apr 2014
Media relations	Brief editors Issue via usual channels in support of consultation and public events On-going media handling	NECS	w/c 28 Apr 2014

PRG toolkit	Disseminate to PRGs	NECS	w/c 28 Apr 2014
Communications with staff and member practices	FT plan implemented NHS S Tees practice bulletin also see GP locality events	FT/CCG/ NECS	On-going
Public events	Organise and manage consultation meetings Record attendance/ discussions Arrange BSL interpreting services if necessary	NECS	Wed 4 Jun 2014 Wed 11 Jun 2014 Wed 18 Jun 2014 Wed 25 Jun 2014 Wed 2 Jul 2014
Information stands	Locate information stands and consultation information at key venues including libraries and hospital and health centres	NECS/STFT	From w/c 28 April 2014
Community and voluntary sector liaison	Manage and record outcomes from targeted meetings/voluntary and third sector groups key		On-going
South Tees FT 3 rd Sector partnership meeting	Presentation and collection of feedback	STFT	TBC
Carers Together	Completion of forms by carers/patients	NECS	On-going
Council event with elected representatives/staff/providers	Event management /attendance and collection of responses	NECS/LA	TBC Jun
On-going liaison with OSC, Healthwatch, LMC, GP locality groups	As required	CCG/NECS	On-going
Post –engagement			
Collation of feedback	Manage ongoing handling of postal and online responses Log, collect and collate responses from events. meetings (meeting summaries and notes).		

	Summarise and provide analysis of responses received		
Reporting	Prepare report of engagement activity and feedback for CCG. Format to be determined.	NECS	TBC
Feedback to stakeholders, service users and carers	Agree mechanism feedback following decision by governing body. To include briefing to key groups, stakeholder bulletin, local media.	NECS	
On-going liaison with stakeholders, service users and carers	Develop plan for keeping key groups and individuals involved in/informed of progress	NECS/CCG/STFT	TBC

Monitoring and evaluation

Monitor and refine plan on an on-going basis throughout the period
Respond to feedback, comments and concerns as appropriate.