

# Engagement & Communications Operational Plan

## Programme Board

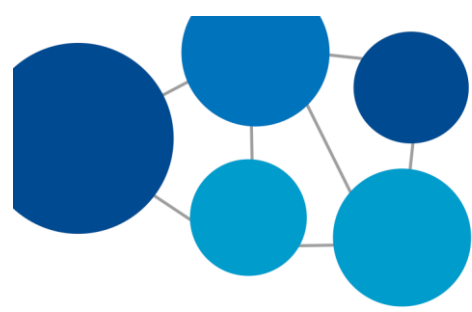
25 June 2014

### Introduction

Following Programme Board approval of the Future Fit Engagement & Communications Plan on 21<sup>st</sup> May 2014; this document provides a greater level of detail on the objectives for engagement. The key areas that will be influenced by the wider public in this period are the long-list, evaluation criteria and the short-listing process. This report is supplemented by a spread sheet detailing the events that we are exploring in the next 3 months. Further work will continue to ensure that our efforts engage a representative sample of the population.

### June & July 2014

<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Build awareness of the programme including;             <ul style="list-style-type: none"> <li>○ Case for change</li> <li>○ Local issues this will address</li> <li>○ The Future Fit approach – consensus building etc</li> <li>○ Links to other programmes e.g. BCF</li> <li>○ Opportunities to influence</li> <li>○ What has happened so far, what happens next</li> <li>○ FAQs</li> </ul> </li> <li>• Gather feedback on the model and respond to any concerns through reassuring communications messaging <i>“How could this improve services for people in Shropshire, Telford &amp; Wrekin and mid-Wales? How could this improve care for you and your family</i></li> </ul>	<p><b>Methodology</b></p> <p><b>We will ...</b></p> <ul style="list-style-type: none"> <li>• Go to where people are taking out a pop-up exhibition to accessible venues such as; libraries, GP surgeries, coffee mornings, blood giving sites, supermarkets, county shows, PPG meetings, Parish Councils etc</li> <li>• Echo this approach for staff and clinicians taking the exhibition around the Trusts etc</li> <li>• Use social media to promote where we will be and use of live tweeting</li> <li>• Ask open questions in the initial phase followed by closed questions that can more easily be quantified</li> <li>• Monitor who we speak to and</li> </ul>
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*What questions does it raise for you?  
Do you have any other concerns?"*

- Preparing people to be involved in long/short-listing
  
- Gather views on benefit criteria and feedback on final criteria to be used  
*"When we have to choose between options what do we need to consider to ensure we achieve the 'common good'?"*  
*What are the top three on your list?*  
*Which one is most important and which one comes next?"*
  
- Inform the integrated impact assessment process

- ensure we target any under-represented groups partnering with voluntary sector to tailor our approach to specific needs
- Continued leadership engagement led by the SROs
  - Monthly reporting to Programme

## August 2014

### Objectives:

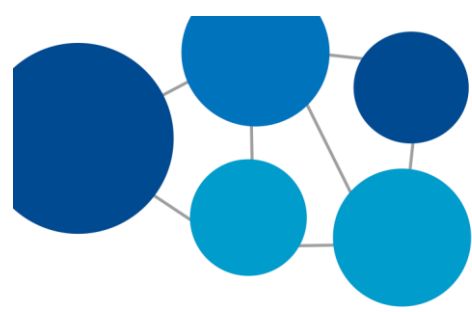
Continue

- Build awareness of the programme including;
  - Case for change
  - Local issues this will address
  - The Future Fit approach – consensus building etc
  - Links to other programmes e.g. BCF
  - Opportunities to influence
  - What has happened so far, what happens next
  - FAQs
- Gather feedback on the model and respond to any concerns through reassuring communications messaging
- Inform the integrated impact assessment process

### Methodology

We will continue...

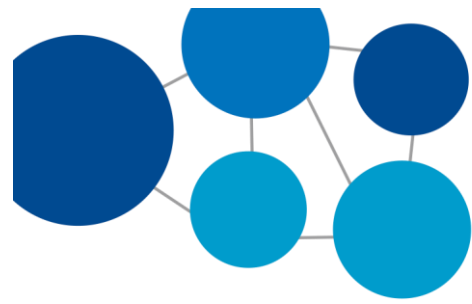
- Go to where people are taking out a pop-up exhibition to accessible venues such as; libraries, GP surgeries, coffee mornings, supermarkets, county shows, PPG meetings, Parish Councils etc
- Echo this approach for staff and clinicians taking the exhibition around the Trusts etc
- Use social media to promote where we will be and use of live tweeting
- Ask open questions in the initial phase followed by closed questions that can more easily be quantified



<p>In addition</p> <ul style="list-style-type: none"> <li>Engage people in long/short-listing process</li> </ul>	<ul style="list-style-type: none"> <li>Monitor who we speak to and ensure we target any under-represented groups partnering with voluntary sector to tailor our approach to specific needs</li> <li>Continued leadership engagement led by the SROs</li> <li>Monthly reporting to Programme</li> </ul> <p>In addition</p> <ul style="list-style-type: none"> <li>Independently facilitated large long/short-listing deliberative events across the three commissioning area.</li> </ul>
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## September 2014 to March 2015

<p><b>Objectives:</b> Continue</p> <ul style="list-style-type: none"> <li>Build awareness of the programme including;             <ul style="list-style-type: none"> <li>Case for change</li> <li>Local issues this will address</li> <li>The Future Fit approach – consensus building etc</li> <li>Links to other programmes e.g. BCF</li> <li>Opportunities to influence</li> <li>What has happened so far, what happens next</li> <li>FAQs</li> </ul> </li> <li>Gather feedback on the model and respond to any concerns through reassuring communications messaging</li> <li>Inform the integrated impact assessment process</li> </ul>	<p><b>Methodology</b> <b>We will continue...</b></p> <ul style="list-style-type: none"> <li>Go to where people are taking out a pop-up exhibition to accessible venues such as; libraries, GP surgeries, coffee mornings, supermarkets, county shows, PPG meetings, Parish Councils etc</li> <li>Echo this approach for staff and clinicians taking the exhibition around the Trusts etc</li> <li>Use social media to promote where we will be and use of live tweeting</li> <li>Monitor who we speak to and ensure we target any under-represented groups partnering with voluntary sector to tailor our approach to specific needs</li> <li>Continued leadership engagement led by the SROs</li> </ul>
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**In addition**

- Achieve a representative sample level of feedback on the short list of options  
*“Which of these ways of organising healthcare will improve services for people in Shropshire, Telford & Wrekin and mid-Wales?  
 Which ones offer improvements in care for you and your family  
 What questions do you have?  
 Do you have any other concerns?”*

- Monthly reporting to Programme

**In addition**

- Gather responses through open questions in the initial phase followed by closed questions that can more easily be quantified