

Communications & Engagement (C&E) Action Plan 2017/18

Objective	Actions	Success Criteria	Lead Responsibility	Completion Date
To inform the West Norfolk population on the development of the STP objectives.	Timely messaging as required via: <ul style="list-style-type: none"> • stakeholder briefings • stakeholder presentations • media • newsletters • website Joint approach with STP Comms & Engagement Lead & Healthwatch Norfolk.	Patients and public will be kept up to date and have a clear understanding of STP process	C&E Team STP Comms Lead Healthwatch Norfolk	September 2018
To engage with the West Norfolk population on the development of the STP objectives	Holding a variety of public events/groups with patients and members of the public in West Norfolk to discuss, develop and shape plans for West Norfolk via: <ul style="list-style-type: none"> • Stakeholder events • Community Engagement Forum • Working Groups 	The people of West Norfolk will feel that they have had an opportunity to be involved in the development of the local Sustainability and Transformation Plans	CCG Senior Management Team C&E Team	September 2018
To ensure that the West Norfolk CCG public-facing website is up to date, relevant and fit for purpose	<ul style="list-style-type: none"> • Check, update and develop content with staff members; • Gather feedback from patient groups 	Stakeholders will easily be able to find the information they need, when they need it	C&E Support Officer	December 2017
To ensure that the members section of the West Norfolk CCG website is up to date, relevant and fit for purpose	<ul style="list-style-type: none"> • Check, update and develop content with staff members; • Gather feedback from staff and CCG members; • Make sure that all information is useful 	Members will be able to find the information they need, when they need it, and easily	C&E Support Officer	September 2018

Objective	Actions	Success Criteria	Lead Responsibility	Completion Date
To ensure regular attendance at West Norfolk patient and stakeholder groups/meetings, with relevant CCG representation	Producing a timetable/map of West Norfolk patient/stakeholder group meetings	<ul style="list-style-type: none"> • Regular two-way conversations with patients, the public and stakeholders • highlighting issues/concerns and working together to identify solutions 	C&E Manager	March 2018
To develop a culture within the CCG that promotes timely and open communication and engagement with patients and the public throughout the commissioning cycle	Working with commissioning staff to ensure that: <ul style="list-style-type: none"> • All staff are aware of the CCG’s obligation to carry out PPI/engagement • Comms & engagement plans are produced for all projects • Project timescales allow for properly proportionate engagement activity • Timely communications are produced at key project milestones 	<ul style="list-style-type: none"> • Comms & Engagement plans will be produced for each project • Patients/stakeholders will have influence over changes in service provision/ developments 	C&E Manager	September 2018
To ensure that all CCG staff are kept informed of decision-making, developments in the local health economy and the wider health agenda and that staff take responsibility to understand each other’s roles and work together as one joined-up team	<ul style="list-style-type: none"> • CCG Matters • Staff briefings • Introduction of staff development sessions 	<ul style="list-style-type: none"> • All staff will have an understanding of the priorities for the CCG and how individual roles fit into the bigger picture • Staff will have a clearer understanding of what other members of the team are working on • Improved satisfaction will be evident through the staff survey 	Senior Management Team/Heads of Department	September 2018

Objective	Actions	Success Criteria	Lead Responsibility	Completion Date
To ensure member practices and practice staff are informed, engaged and involved in the work of the CCG and participate in commissioning activities for the benefit of patients	<ul style="list-style-type: none"> • Communicating information via newsletters and email updates • Support quarterly council of member meetings with relevant, pertinent and timely information • Updating members section of CCG website • Regular meetings with Practice Managers/practice staff as appropriate • Involving clinicians in discussions concerning development of clinical pathways • Involving member practices in discussions/decision relating to financial workstreams • Development of Members Forum 	<ul style="list-style-type: none"> • Member practices are informed, engaged and involved in the work of their CCG and this is reflected in the feedback in the CCG Annual 360° Stakeholder Survey • GPs will be actively involved in service redesign and the clinical leads will be known • Members will know the vision, aims and priorities of their CCG and be involved in implementing the strategic plan 	CCG Senior Management Team, Primary Care Team, Corporate Affairs Team	September 2018
The development of the Equality and Diversity agenda	<ul style="list-style-type: none"> • Producing a refreshed equality and diversity strategy and action plan • Developing and implementing a phased approach to EDS2 	<ul style="list-style-type: none"> • The CCG will be compliant with the Equality Act 2010 • Agreed equality objective(s) will feature in all aspects of the CCG's activity, especially when commissioning services • Equality Impact Assessment (EqIAs) produced whenever new projects, proposals or policies, commissioning and strategies are being developed • The CCG will engage with diverse communities • There will be effective governance arrangements for equality and diversity work 	Head of Corporate Affairs/Governance Manager/C&E Manager	April 2018