

Key Messages
Listen - Involve - Challenge

Communications Plan 2016

Pro-active plan

Re-active plan

Ongoing programme of work
Ensure key messages embedded in all areas of the work we do:
Literature
Online
Face to face presentations / talks

Principles

1. Messages must be relevant and meaningful to local people - not tokenistic. Targeted to intended audience.
2. Use appropriate language when communicating with people. Plain English best practice for general communications.
3. Provide information in different formats, to reach different communities.
4. Messages tell the story of who we are; what we do; why we matter.

Develop response in line with our strategic role and key messages.
Media management - keep consistent messages.
Be responsive to issues in media to help highlight our work & key messages
Look at how issues raised feed into / influence pro-active plan.

Resource development

Localise branding, inc images.
Update literature and online resources
Provide presentation for Board, staff & volunteers
Provide training to Board, staff & volunteers to support implementation of plan

How we communicate - choose most appropriate to target intended audience

1. **Traditional Media** (local, minority and specialist press/radio)
2. **Digital communications** (website, social media, e-newsletters, etc)
3. **Literature & merchandise** (printed newsletter, leaflets, posters, reports, etc)
4. **Local events / conferences**

Impact assessment

Understand the difference between activity & impact.
Understand reach
Understand the evidence that shows what is and isn't working.

Make effective use of resources - see where we can add, not duplicate.

Stakeholders, includes public, providers, commissioners and other orgs. (*Refresh stakeholder analysis*)

Aim of communications plan

The aim of this plan is to ensure Healthwatch Cambridgeshire has a consistent and coherent approach to both proactive and reactive communications with local people and stakeholder organisations. To achieve this aim It is proposed that

- 1) a set of communication ‘principles’ are agreed
- 2) key messages are clarified
- 3) the need for a variety of communication routes and media are acknowledged (one size does not fit all)
- 4) the plan remains dynamic i.e.: learning from each communication event influences future Healthwatch Cambridgeshire approaches and
- 5) where feasible, the ‘impact’ of communications is assessed.

Healthwatch Cambridgeshire aims to engage people and organisations in joint working, to facilitate improvement in local health and care services. The organisation wants to work productively with health & social care commissioners, service providers and communities when changes to service provision are planned.

To achieve this, Healthwatch Cambridgeshire will target messages to different stakeholder groups, using a variety of different channels of communication, to ensure they are clear, consistent, timely and relevant to the people who receive them.

This will help Healthwatch Cambridgeshire maximise its reach, to make sure as many people from different stakeholder groups as possible know about us and get involved in our work.

Key Messages

Listen

At Healthwatch, we listen to local people. We find out what is working well within our local health and care services and what needs to be better. We are independent and local, and here to make care better for local people.

We log what local people tell us and share this anonymously with the organisations who make decisions about our care. This helps them to improve care where it is needed.

Involve

We help make sure local people can get involved, when important decisions are made about our health and care services.

Our Information service can help people find out what health and care services are available locally, or how to raise a concern. This is a free, independent and confidential service.

Challenge We have statutory powers. We can challenge health and care decision makers if care isn't working in the way it should, or if we think a decision has been made where people have not been able to contribute.

Our Healthwatch is part of a national network through Healthwatch England, and we have direct links with regulatory bodies such as the Care Quality Commission and Monitor.

Key Stakeholders

Stakeholder	Objectives	Primary routes for communication
Group 1: Listening to local people, with a focus on those who are seldom involved.		
<p>General public, including service users, patients and family carers.</p> <p>Includes local voluntary and community groups, support groups.</p> <p>Patient groups.</p>	<ol style="list-style-type: none"> 1) Tell our story, so that local people understand who we are, what we do and how to get help when they need it. 2) Encourage more local people to tell us about their opinions and experiences. 3) Encourage more local local people to get involved in our Healthwatch. 4) Encourage / empower more people to get involved in health and care decision making. 5) Work with local groups to help promote Healthwatch to their networks. 	<p>Media</p> <ul style="list-style-type: none"> - <i>Newspapers, radio and TV- including community & national where appropriate)</i> <p>Digital Communications</p> <ul style="list-style-type: none"> - <i>Website, social media, e-news, blogs, hyperlocal websites.</i> <p>Publications & merchandise</p> <ul style="list-style-type: none"> - <i>Leaflets, hardcopy news, pop up banners & Healthwatch displays.</i> <p>Partnership work, public relations & events</p> <ul style="list-style-type: none"> - <i>Via local voluntary, community or other groups communication routes</i> - <i>Comunity events where high footfall</i>

Group 2: Local health and care decision makers and influencers.

<ul style="list-style-type: none"> • Commissioners & regulators • Providers, including NHS, voluntary and independent. • Health and social care professionals • Local politicians - local and national • Health & Wellbeing Board & Local Health Partnerships 	<p>We like to work co-operatively with commissioners and providers, to support the improvement of local care services.</p> <ol style="list-style-type: none"> 1) Tell our story so decision makers understand who we are, what we do and what powers we have to challenge poor care. 2) Influence decision makers with the opinions and experiences of local people. 3) Encourage decision makers to work with us to help improve services for local people. 4) Encourage decision makers to promote Healthwatch to their stakeholder groups. 	<ul style="list-style-type: none"> - Media - newspapers, radio and TV - Specialist publications - Local CVS, and other professional networks - Digital communications: website & social media, blogs, hyperlocal websites - Publications - leaflets, reports, displays - PR / networking at community events and local meetings
<p>Local Healthwatch, Healthwatch England</p>	<ol style="list-style-type: none"> 1) Tell our story, so the Healthwatch network knows what we have achieved. 2) Promote joint working within the local Healthwatch network 3) Raise local issues nationally with Healthwatch England 	