

Strategic Priorities

- Build credibility and trust in the CCG and establish a reputation as an effective and responsive organisation that commissions high quality, value-for-money services that meet the needs of the population.
- Enable the CCG to speak with one voice, as one organisation, providing a narrative and a strong identity for who we are and what we do.
- Establish and embed our relationships with internal and external stakeholders, creating meaningful dialogue.
- Develop continuous and meaningful engagement with patients, the public and carers, providing a range of mechanisms for two-way conversations that truly influence our decisions.
- Ensure that all our populations and communities are engaged in our business and are able to influence our decisions.
- Provide support and advice on communications and engagement for CCG staff and member practices.
- Provide accessible information and guidance to enable local people to make healthy choices and access the services they need.

Key Objectives

1

Developing communications and engagement plans to support key programmes and projects

- Planned communications, such as seasonal pressures
- Projects such as the National Rehabilitation Centre
- Internally supporting the Organisational Development Team with our staff plans

2

Continuing to embed communications and engagement in the commissioning cycle

- Build strong relationships with the commissioning teams to ensure detailed briefs for communications and engagement support are completed in good time to enable the team deliver the best quality service.
- Demonstrate best practice in the delivery of communications and engagement plans e.g. using insights about our population or specific audience to tailor our tactics to get the best results
- Evaluate what communications and engagement is delivered and share the results and lessons learnt

3

Ensuring people are informed about the services available

- An insights driven approach to delivery with all key audiences including for example: Call for Care, Urgent Care services

4

Developing a full Stakeholder Engagement Plan

- Review our current channels and work with system communication and engagement colleagues to share key information and messages and encourage dialogue
- Where required create appropriate channels with specific audiences e.g. digital platforms for clinicians

5

Developing a Member Practice Engagement Plan

- Review our current channels and work with Locality Leads, Clinical Leads and our clinicians to understand what we need to develop or adapt to ensure we have a place to share information and create a space for two way dialogue e.g. digital platforms, more face-to-face opportunities, training for specific communication skills

Communications and Engagement Strategy 2019-2021



Mansfield and Ashfield CCG
Newark and Sherwood CCG
Nottingham City CCG
Nottingham North and East CCG
Nottingham West CCG
Rushcliffe CCG

August - September

Summarising and dissemination of Strategic Commissioner strategies required for merger application

2019

August - September

Targeted engagement activities with key stakeholders to ensure we are informing and involving them as part of the merger process (GPs, MPs, Healthwatch, Health Scrutiny Committees, Health and Wellbeing Boards)

2019

January

Prepare and manage the delivery of one CCG website and the process of closing six CCG social media channels and developing one for the CCG

2020

2019

August - September

Keep all stakeholders informed on the merger process and the steps to becoming one organisation

2019

December

Development of the new CCG visual identity with NHSE&I, production of the assets and embedding them into the organisation

2020

February - March

Prepare a full staff event to celebrate the start of the new organisation