

Communication and Engagement Strategic Objectives

The strategic objectives for communication and engagement consists of the following communication and engagement principles:

1. Localities and neighbourhoods are key - communicate, promote and celebrate the work of clinical commissioning including member practices and localities, primary care networks and GP federations and the work of the CCG as whole.
2. The patient at the heart of everything as a coproduction partner - ensure that the voice of the patient and the public is not only heard but central to everything we do and involve patients at the very earliest point to allow true coproduction
3. Improving understanding of services, decisions and developments - working with partners to improve the public's understanding of services that are available, decisions that are made, and actions that are taken, as well as encouraging feedback to us about those services and show that we have listened
4. Supporting healthier and happier communities - working with partners, to promote self-care, resilience and self-reliance.
5. Integrate the communication and engagement teams across both Blackburn with Darwen, and East Lancashire CCGs, working closely with other health and care organisations to ensure consistency of message.

Our objectives to achieve these principles are:

1. Work with each locality and neighbourhood, PCN and Federation and each PPG locality group to develop a communication and engagement plan and implement it
2. Update, review and implement the CCG communication and engagement plan.
3. Support the implementation and mobilisation of the plans for Together a healthier future, along with the ICS (Healthier Lancashire) plans.
4. Increase proactive media coverage and work hard to promote the work that is being undertaken in Blackburn with Darwen and East Lancashire, whether at practice, neighbourhood, locality, or at local system level.
5. Build our following and engagement on social media and support others to maximise the use of social media.
6. Enhance our web and online information offering to patients and the public.
7. Produce more useful and actionable patient friendly videos.
8. Maximise our use of insight work to understand the patient experience and perspective at all stages of the commissioning process (including surveys, focus groups etc).
9. Ensure that every aspect of commissioning adheres to the maxim of patient involvement, engagement and coproduction in developments, and that we are able to evidence this.
10. Ensure that we communicate and engage with patients and the public on every service we commission, decommission or redesign, at the earliest possible time, allowing the maximum amount of time for people to consider, we make it easy for people to let us know what they think, and more importantly that we act on that feedback.
11. Recognise the changing nature of the commissioning/provider landscape and support staff, patients, public and stakeholders to understand and make the most of this change for the better.

Agreed by NHS Blackburn with Darwen & East Lancashire CCG Governing Bodies in July 2018 and September 2018 respectively. To be reviewed in July 2019.