

APPENDIX 3 – STRATEGIC COMMUNICATION AND ENGAGEMENT PLAN

STAGE ONE - STRATEGIC COMMUNICATION AND CONSULTATION PERIOD						
No.	TASK / RESPONSIBILITY	KEY ACTIONS	TIMESCALE	LEAD	PROGRESS RAG RATING	
1.	Scope key stakeholders	Review all work undertaken in pre-consultation and feedback sessions	Jan-Mar 14	CSU	Completed	
2.	Keep CCC staff, patients and members informed	Articles in CCC magazine 3 x year; monthly Team Brief updates; press releases; staff events etc	Jan-Sep 14	CCC	Completed (Jan-May); on track for May-Sep	
3.	Plan stakeholder events and meetings	Ensure inclusion of all constituent areas, adherence to equality duties (protected characteristic groups)	Feb-May 14	CSU	Completed	
4.	Ensure adherence to requirements in Health and Social Care Act 2012 (including duties to consult Overview & Scrutiny)	Keep scrutiny officers appraised of proposal plans to align dates without impact on purdah and that public consultation is 12 weeks with time for OSC consideration as part of its consultation	Jan-Sep 14	CSU	Work in progress and delivery on track	
5.	Overview and Scrutiny	Joint letter with	May 2014	NHS England	Completed	

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		NHS England to local authority overview and scrutiny committees		and CCC		
6.	Prepare consultation materials	Prepare full and summary consultation documents, consultation questions, information film and supporting materials and share with patient reference group for feedback	Apr-Jun 14	CCC	Work in progress and delivery on track	
7.	Consultation website and social media	Prepare online versions of consultation documents & films, and finalise digital/social media campaign (Twitter, YouTube etc)	May-Jun 14	CCC	Work in progress and delivery on track	
8.	Brief MPs	Write to MPs to inform them of public consultation (follows ongoing process of meetings and briefings via CCC Chair)	May-Jun 14	NHS England & CCC	To be actioned – plan in place	
9.	Procure and conduct Equality Impact Assessment	Carry out further analysis on more detailed clinical	Jun-Aug 14	CCC	Work in progress and delivery on track	

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		proposals as recommended by earlier EIA				
10.	Procure external evaluator	Academic Health Science Network to support procurement	May 14	CCC	Work in progress and delivery on track	
11.	Advertise consultation	Book advertising in selected media outlets (print/radio)	Jun 14	CCC	To be actioned – plan in place	
12.	Hold information sessions for key stakeholder partners	Request support from partner organisations and communities to help steer and disseminate/deliver on consultation activity	Jun-Jul 14	CCC/CSU	Work in progress and delivery on track	
13.	Print and distribute consultation materials	Print consultation materials and distribute to key sites/venues	Jun 14	CCC/CSU	To be actioned – plan in place	
14.	Media briefings	Pre-consultation briefings for key media across Cheshire and Merseyside to support communication and publicity	Jun 14	CCC	To be actioned – plan in place	
15.	CCC Governor briefing	Brief CCC foundation trust Council of Governors	Jun 14	CCC	Work in progress and delivery on track	

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16.	Begin formal 12 week public consultation Attend Overview and Scrutiny Meetings	Ensure the plans are flexible to add more activity as new information or public member opportunities arise. Including CCC staff events, Healthwatch, patient groups, public meetings / events etc.	Jul-Sep 14	CSU	To be actioned – plan in place	
17.	Distribute press releases and arrange media interviews / ongoing activity	Sustained proactive media campaign across Cheshire and Merseyside, publicising consultation and local events	Jun-Sep 14	CCC	To be actioned – plan in place	
18.	Begin consultation with Overview and Scrutiny Meetings	Support scrutiny officer leading on behalf of Local Authorities for attendance and submission of materials ahead of meetings.	Jul-Nov 14	CCC/CSU	To be actioned – plan in place	
19.	Collate Feedback	Collate qualitative and statistical feedback information for external review	Sep 14	CSU	To be actioned – plan in place	
20.	Begin external analysis of findings	Procured organisation to review data and	Sep-Oct 14	TBA – procurement	To be actioned – plan in place	

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		qualitative feedback and write up findings		underway		
21.	Feedback report produced for Trust	Analysis report sent to Trust executive team	Oct 14		To be actioned – plan in place	
22.	Feedback report produced for Overview and Scrutiny	Share findings of consultation with scrutiny committee	Oct 14		To be actioned – plan in place	

STAGE TWO- POST CONSULTATION STAGE

No.	TASK / RESPONSIBILITY	KEY ACTIONS	TIMESCALE	LEAD	PROGRESS	
1.	Receive feedback from Overview and Scrutiny Committee	Provide all documents on request to support scrutiny in its functions	Oct-Nov 14	CCC	Feedback plans dependent on outcomes	
2.	Share scrutiny findings with CCC Trust Board	Report scrutiny feedback for consideration and response, as appropriate.	Nov 14-Jan 15	CCC	Feedback plans dependent on outcomes	

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No.	TASK / RESPONSIBILITY	KEY ACTIONS	TIMESCALE	LEAD	PROGRESS	
		Review/finalise Outline Business Case as appropriate. Inform NHS England and Monitor through the assurance process, as appropriate				
3.	Feed back findings to all key stakeholders outlined in consultation and ensure range of mediums used to disseminate broadly at using technology where appropriate	Comprehensive communications plan to feed back results via proactive media, CCC website, presentations to key stakeholders etc	TBC – dependent on outcome of scrutiny	CCC	Feedback plans dependent on outcomes	

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