

# Shropshire Care Closer to Home Transformation Programme

## Communications and Engagement Strategy

Presentation by Andrea Harper,  
Head of Communications and Engagement at  
Shropshire Clinical Commissioning Group



# You said - We did

- **Who to talk to and how**
- **Draft communications and engagement strategy**
- **Ready to move into public engagement with phase three**

# What's it all about?

**Draft communications and engagement strategy –  
a live working document**

- **Key messages - what we are going to say to engage**
- **Stakeholders - who we are going to engage with**
- **Activity – how we are going to engage**
  - **phase three engagement**
    - launch workshop**
    - public events**
    - staff provider workshops**

# Why do we need to engage?

- **Statutory responsibility**
- **NHS England Assurance Process**
- **Stronger modelling**
- **Ideas can come from any part of our community**
- **Cannot be a tick box exercise**

# Challenges?

- **Scale of services, population**
- **Rurality – patients and services**
- **Current patients and future service users**
- **Timeline**
- **Resource**

# Who do you engage with?

- In your role
- In your community
- With you family and friends

**Specific named local groups and organisations**

# Who do you engage with?

<p><b>Meet their needs – re-active</b></p> <p>Information on web sites Social media updates Information leaflets Publicity resources</p>	<p><b>Key player – keep up-to-date with detailed info proactive</b></p> <p>Tailored information Resource packs Briefings</p>
<p><b>Groups to keep updated Proactive – general info</b></p> <p>Regular newsletter E-shot updates</p>	<p><b>Groups to involve Want opportunities to be active</b></p> <p>Tailored engagement opportunities</p>

# How does this fit into the bigger picture for Shropshire?

What's going on over the next 12 months that we can tap into in our professional sphere and our local communities?

- Events
- Meetings
- Forums
- Workshops
- Workplace
- School
- Church
- Out and about



# Local activity tracker

What is the activity?	When and where is it	Do you know a contact
<p data-bbox="156 439 471 486">Staff events</p> <p data-bbox="256 515 645 562">Team meetings</p> <p data-bbox="112 662 382 709">Open days</p> <p data-bbox="170 809 649 856">Celebration events</p> <p data-bbox="112 1028 587 1150">Community fundraising events</p>		

# Take it out of the room?

- Who will you tell about Shropshire Care Closer to Home Programme?
- Check out the one page plan
  - outline
  - key messages

## Challenge?

Choose three people this week to tell about Shropshire Care Closer to Home