

Stakeholder Communications and Engagement Strategy Action Plan

Year 1: 2021-2022

Action	Timescales	Strategic aim(s)
Key priorities Working in partnership with stakeholders		
Agree process to build organisational capability and capacity to listen and involve people in service development/improvement (training plan, targets)	September 2021	1, 2, 4,12
Develop participation training and development toolkit to equip staff	Oct 2021	
Support ad-hoc requests for Patient Experience Public Involvement Team advice and support	Ongoing	
Key priorities Understand how our stakeholders feel about us		
Carry out baseline sentiment analysis research of the public's views of NHSGGC services, including QEUH and RHC	September 2021	12
Key priorities Improving our communications with patients and families		
Consultation Institute to carry out review of communications and engagement with Ward 6A families as per Oversight Board recommendation	May 2021	5,8,9,10
Refresh Healthcare Associated Infection Communications Strategy incorporating recommendations and learning from QEUH/RHC Oversight Board Reports	May 2021	
Framework to be developed to ensure consistent and proportionate senior manager visibility is evident within corporate communications in line with recommendation from Oversight Board		

Action	Timescales	Strategic aim(s)	
 Key priorities Develop our external channels			
(i) Website	Deliver project to replace current NHSGGC corporate website with patient and stakeholder involvement	June 2021	5, 6, 9
(ii) Social media	Develop and implement social media strategy to maximise reach and engagement with the Board's corporate social media sites (Facebook, Twitter, Instagram, LinkedIn)	June 2021	5, 6, 7, 9
	Devise video in-house production plan	September 2021	
(iii) Involving People Network	Create a long term, viable, in-house solution to replace the existing support arrangements for Involving People Network (previously funded through Endowment funds)	September 2021	9, 11
 Key priorities Deliver relevant information for communities			
	Deliver inclusive communications to support COVID vaccine programme roll out	Ongoing	
	Deliver monthly e-newsletter to Vale community	Ongoing	5, 6, 8, 11
	Deliver monthly e-newsletter to Inverclyde community	Ongoing	5, 6, 8, 11
	Launch QEUH monthly e-newsletter for external stakeholders	April 2021	5, 6, 8, 11
	Develop plan for further local community newsletters	September 2021	5, 6, 8, 11
 Key priorities Effective media relations			
	Deliver programme of media training	April 2021 - March 2022	8, 11
	Deliver PR planner for all hospital sites	April 2021 - March 2022	11

Action	Timescales	Strategic aim(s)
Key priorities Campaigns		
Deliver communications campaigns to support the Board's corporate objectives including: <ul style="list-style-type: none"> • Remobilisation Plan 3 • Moving Forward Together • COVID response • Flu campaign • Redesign of Urgent Care • West of Scotland trauma network launch and implementation • Public health – health improvement programmes 	Ongoing	5, 7, 8, 11
Key priorities Communicating in an emergency		
Deliver a desk top exercise to test team's emergency planning and business continuity post-COVID	September 2021	9
Key priorities Listening to our patients		
Deliver a programme of corporate engagement and evaluation to support the Board's corporate objectives, including: <ul style="list-style-type: none"> • GP Out of Hours service • Redesign of Urgent Care • Best Start - Redesign of maternity services 	June 2021 June 2021	3,4, 6
Support roll out of Care Opinion to GP practices and HSCPs	December 2021	2, 4, 6
Key priorities Engaging Well		
Review current plans to ensure they meet the new Community Engagement and Participation Guidance for Health and Social Care "Planning with people"	September 2021	1, 3, 4, 10
Develop and maintain system to record engagement and involvement activities at sector/ directorate level for the Board	June 2021	1
Participate as 'early tester' in Healthcare Improvement Scotland Self-assessment Framework	To be confirmed by Healthcare Improvement Scotland	1, 12

Action	Timescales	Strategic aim(s)
Key priorities Engaging differently		
Embed new digital approaches to engagement	Ongoing	4, 6
Develop training and development tools to support the organisation to use digital engagement tools as part of a wider suite of training resources	October 2021	1, 2, 4, 6
Key priorities Focus on collaborating		
Develop regular networking programme with HSCP engagement leads	April 2021	3, 8
Key priorities Giving all our stakeholders a voice		
Work with Consultation Institute to develop techniques to support people to engage	April - March 22	3, 4, 10
Key priorities Learning from lived experiences		
Use regular networking with HSCP engagement leads and third sector groups such as the ALLIANCE to explore how we can share learning with each other and ensure the lived experience of people is at the heart of our services	April 21 - March 22	3, 4, 10
Key priorities Inclusive engagement		
Implement Stakeholder Communications and Engagement Strategy EQIA Action Plan	June 2021	3, 4, 9, 10
Establish a communications sub-group for Equalities and employee forum leads which enables proactive outreach and understanding of key issues which impact our teams and wider local communities	March 2021	3, 4, 10
Work alongside Equalities and Human Rights team to drive proactive communications and engagement with groups who face barriers by using opinion leaders from key community groups and developing communications approaches in target languages	April 21 - March 22	3, 4, 10
Review membership of Stakeholder Reference Group to encourage representation across all protected characteristics	May 21	3, 4, 10
Key priorities Working with key stakeholder groups		
Maintain regular programme of briefings to MSPs, MPs and Local Authorities including written updates on key issues and monthly meetings	Ongoing	8, 11

Action	Timescales	Strategic aim(s)
Key priorities Promoting our achievements		
Develop proposal for staff recognition awards 2021	April 2021	11
Deliver PR planner for all hospital sites	April - March 22	11
Key priorities Reputational risk management		
Deliver a forward planner of events, proactive opportunities and potential issues.	Ongoing	11
Through Gold/Silver Command Better Together work stream, work with South Directorate to deliver QEUH/RHC communications and engagement programme	April - March 22	11

Strategic Aims



1

Embed a clear and consistent communications and engagement approach that supports NHS Greater Glasgow and Clyde towards achieving our vision, aims and commitments



2

Empower staff and teams across NHSGGC to have ongoing engagement with people in an open and honest manner, ensuring that the public voice is at the heart of all service planning, improvements and developments



3

Achieve the best representative views, comments and opinions from our diverse communities that we can so that our work is inspired and shaped by people's views



4

Enable people to voice their views, needs and wishes and to be able to contribute to plans, proposals and decisions about services



5

Make it easy for people to access information about health and healthcare as part of our role to support people to stay well and make healthy choices, and ensure that this information can be made available to everyone



6

Use innovative ways to communicate and engage with key stakeholders, members, partners, patients, the public and local community groups in ways that most suit them, while maintaining and improving those channels that are already shown to be effective



7

Give local people the knowledge, skills and confidence to maintain good health and better manage their own health conditions, using real insight from people to help them make the right choices to access local services, manage their own health and prevent illness where possible



8

Build collaborative, trusted relationships between the Board, our patients, their carers and our communities, based on honesty, openness and transparency



9

Ensure that the NHSGGC's communications and engagement activity is accessible to all by using a variety of media, clear language and recognising and addressing individuals' needs. This includes language translation and accessibility for visually and hearing impaired members of our community. We will also ensure we provide communication and engagement opportunities accessible for those with Learning Disabilities



10

Ensure that we are actively seeking views from groups who are 'seldom heard' and/ or have poor health outcomes



11

Develop and enhance the reputation of the organisation through proactive and reactive media relations, social media, marketing activity, high quality service and performance information and effective engagement



12

Measure and evaluate engagement effectively using disaggregated data and report back to local people on how their feedback has been used to shape and improve services

