

Joined Up Care Derbyshire

Engagement Plan

The table below sets out the actions required during the 12 weeks before the ten engagement events launch on May 15th. Prior to the engagement events we will use other channels to give updates where applicable on Joined Up Care Derbyshire and offer groups across the county the opportunity for us to come and discuss becoming a Community Ambassador for their community.

Launch of Engagement Events

Launch minus 11 (w/c Feb 27 th)			
Action	Detail	Suggested resource	Resource required
Presentation on engagement approach for HWB Derbyshire – to be shared more widely	A simple presentation setting out the engagement approach which can be used by all partner organisations as well and shared on our website etc Share with all communication leads and Healthwatch and voluntary sector for views.	JG - comms and Healthwatch and Voluntary Sector to team to give their views	Content to be agreed by GT
Meet with Healthwatch and the Voluntary Sector	Discuss the final engagement plan and presentation. Share the timeline and impact of PURDAH. Confirm and agree roles in delivering promoting the events and recruiting Community Ambassadors. Are they all happy with the role of the community ambassador – see role description.	JG CH LS	Agreement by all to the approach and actions.
Communication Leads	Following the previous fortnightly call. Share the final engagement plan and	JG and all comms leads	All comms leads to give final comments

	presentation for comment. Are they all happy with the role of the community ambassador – see role description.		on deadlines.
ISC papers	Deadline for ISC papers – check to see if any updates have gone etc	JG	
Staff communications	Staff communications event led by Organisational and HR colleagues – to incorporate communications	Linda Garnett and Communications and engagement Lead	All comms leads as required
NHSE communications and engagement sessions	Once a quarter sessions – focus will be n engagement and staff communications	Communications and engagement Lead	
Update for all	An update on progress to date on STP	Media Manager	Sign off from GT
Launch minus 10 (w/c March 6th)			
Website	A basic website development plan costed and set out to request investment for Joined Up Care.	Web developer	Budget sign off from GT
Materials	Costing of a simple e-newsletter template, pop up banners, e-flyers, Agree what is needed – check with Healthwatch and Voluntary Sector re accessibility.	Communications Manager and administration assistant	Budget sign off from GT
Detailed plans for each Place gathered to create key messages for each of the 20	Each of the ten engagement events will bring together some of the 20 places. We need to understand what Joined Up Care Derbyshire means to them so we can start to shape the messages for each	Communications Lead and Media Manager	Place teams across Derbyshire

Places	place.		
Venues for each of 10 events	VS and Healthwatch to agree venues for sessions. Approve with Places teams if needed. Agree times. Cost	Engagement Manager	
Q&A prepared on the engagement approach	There may be criticism that the events will not take place until May. PURDAH and the reasoning behind it needs to be set out.	Media Manager	Input from chiefs
Community Ambassador role	All feedback on their role from Healthwatch, communications, voluntary sector to make sure all are happy with the role	STP Communications Lead – all communication leads, Healthwatch, Voluntary sector	Final sign off from GT taken to chiefs
Media and Social Media Plan	Media and Social media plan to be developed to promote the events and fill the vacuum in March/April include: Case studies – clinical examples demonstrating what we are already doing re STP (what have we got already we can use across the system) Ideally these need to be videos Blogs and or Vlogs – key people to give us weekly blogs on their view on the STP. Four to be completed in advance. Either clinicians in the system or links with interest – eg Housing Association, Carers Association	Media Manager	
Agree media spokespeople for	Check availability of clinicians and key leaders for the period during the event	Media Manager	Support from communication

the duration of the event schedule	schedule		leads.
Agree chairs for all meetings and format	All chairs for the 10 events to be agreed	Engagement Manger	
Agree all venues	All venues for all 10 events confirmed – date and times.	Administrative Assistant	Budget to be agreed where needed.
MP meetings	Share the plan and explain PURDAH re events	Chiefs and chairs	Briefing – Media Manager
Set up database to collate potential community ambassadors	Database to be set up to collate people's details who are keen to get involved with the STP	Administrative Assistant	
Key messages and narrative	View what is already being used. Any final additions from the national approach to be included and adapted. Full narrative and key messages confirmed.	Communications Lead and Media Manager	All communications teams to review. GT to sign off
Communication Leads meeting	Face-to-face session bringing together all communication leads to get an update on STP activity and discuss plans for upcoming work which will be public facing to ensure we are joined up.	Communications Lead	All communications lead
Launch minus 9 (w/c March 13th)			
County HWB	Presentation delivered to the HWB on the engagement plan. Any questions will need to be addressed following the session.	GT/Chiefs	Head of Comms to attend to understand any queries and questions

City HWB	Send overview and presentation on Engagement process.	JG	
Engagement plan shared formally at chiefs	Any final comments to be given (community ambassador role to be understood as this will be mirrored in the staff communications approach as well)	GT	
Publish engagement presentation and share widely	Covering article to go with the engagement presentation to all partners and stakeholders. Promotion of events starting in May begins and that the communications and engagement teams and Healthwatch are keen to come out and speak to your groups.	Media Manager	Healthwatch to have agreed as well as communications and engagement teams across the patch.
Materials	Budget approved and design process started. Pop ups completed first in time for the stakeholder event on March 28th	Media Manager and Administrative Assistant	GT
Community Ambassador role plan	The engagement with the community ambassador needs to be agreed. How often will they be updated, how will they be updated, who will hold the database, will each place be responsible for updating them and getting them involved.	Engagement Manager	Healthwatch and VS
MP Briefing planning	Arrange and agree dates for update meetings with all MPS in preparation for the events. Agree which leaders and meeting and when with who.	Engagement Manager	All communication leads and Leaders

Launch minus 8 (w/c March 20 th)			
Community Ambassador role plan	Plan and approach produced and shared for comment with communication leads. Where support needed to delivered this – needs to be shared so can be agreed,	Engagement Managers	Communication leads and VS partners. NHSE and Healthwatch regional team.
Media and Social Media Plan	Agreed Case studies and Blogs/Vlogs set up.	Media Manager and communications team	
MP Briefing papers	Work on compiling the briefing for MPs meetings to be planned and started	Media Manager	
Communication leads call	Call with all communication leads to track progress against actions	Communications Lead	All communications leads
Launch minus 7 (w/c March 27 th)			
City HWB	Presentation on Engagement approach sent – check to see if they need anything else from us.	Paul Wood attending	Paul Wood attending
Materials	All e-flyers shared with all partners and Healthwatch and Voluntary sector	Media Manager and Administrative Assistant	
Community Ambassador role plan	All comments received and plan amended as required.	Engagement Managers	GT and Place leads.
NHSE Media Training – STP leads	Gary Thompson, Paul Wood and Rick Meredith all to receive media training. Other opportunities may be available for others.	Media Manager	

Launch minus 6 (w/c April 3 rd)			
Newsletter	Newsletter to be written including engagement update on becoming a community ambassador.	Media Manager	Sign off GT
Communication leads call	Call with all communication leads to track progress against actions	Communications Lead	All communications leads
Launch minus 5 (w/c April 10 th)			
Newsletter - Community Ambassadors edition	Share the engagement update on the opportunity to become a community ambassador with all partners including Healthwatch and Voluntary sector.	Administrative Assistant	
Agree content for display materials for events	TBC	STP Communications Lead	Content agreed any budget signed off.
Online collateral for all websites	Web buttons etc for links to website	Digital communications officer	Design needed – budget to be confirmed
Launch minus 4 (w/c April 17 th)			
Media and Social media plan – launched for four week lead in to first events	Launch first blog and or vlog for with a promotion event	Media Manager	
Twitter schedule for lead up and during events developed	Tweets agreed and set up to promote events – incorporating blogs, vlogs, case studies,	Media Manager and Digital communications officer	Communications teams, Healthwatch and Voluntary Teams

Communication leads call	Call with all communication leads to track progress against actions	Communications Lead	All communications leads
Launch minus 3 (w/c April 24th)			
Newsletter	Pull together information for the newsletter – launching the events	Media Manager and Administrative Assistant	Sign off from GT
Media Release	Promotion of the events taking place	Media Manager and Administrative Assistant	
Book Facebook ads	Facebook ads targeted at each Place area	Digital communications officer	
Launch minus 2 (w/c May 1)			
Start Twitter push	#NHSfuture – agree dates and deliver approach	Digital communications officer	Communications teams, healthwatch and all Voluntary sector partners
Communication leads call	Call with all communication leads to track progress against actions	Communications Lead	All communications leads
Launch (w/c May 15)			
Newsletter – launch edition	Focussing on where the events are etc and where to go for more details on becoming a community ambassador and general updates		
First public meeting to take place	First of ten meetings to take place	Engagement Lead,	Engagement leads and officers, communications leads from all organisations.

Media	Key media to be invited to the first meeting – dependent on where the first meeting is held. But will include Rod Sissons for BBC, as well as all those across the patch	Media Manager	All communication leads
Social media - Live tweets from the event	To be agreed – Live vlogs from the event. Pictures, questions coming up etc	Digital communications officer	All communication leads
Materials	Full suite of Joined Up Care information available on the website	Administrative Assistant	Shared with all partners and communication leads