

KEY STAKEHOLDERS – OUTLINE COMMUNICATION PLAN
--

Please note – this is a live document and is continually updated to and added to as appropriate.

Stakeholder	Purpose	Where/How
Alcohol and Drug Treatment	Keep informed Make aware of specific impacts to the stakeholder Encourage to respond to consultation	Email. Phone Face-to-face
Cabinet Members/ Chief Leadership Team	Keep informed	Updates E-newsletter
CCG/GP practices	Keep informed Make aware of specific impacts to the stakeholder Encourage to respond to consultation	Annual report E-newsletter Follow up email Face-to-face Professional webpage News article on website MJOG – text all patients
Community ambassadors	Keep informed Gain buy-in to respond to consultation and share link	Email Phone Face-to-face
Derby City Council staff - general	Keep informed Encourage to respond to consultation	MOT survey email E-newsletter Face-to-face Email
Derby County Community Trust (DCCT)	Encourage to respond to consultation	Face-to-face Email Social Media e-newsletter
Derbyshire Community Healthcare Service (DCHS)	Keep informed Make aware of specific impacts to the stakeholder Encourage to respond to consultation	Email. Phone Face-to-face
Derbyshire Fire and Rescue	Keep informed	Email

Stakeholder	Purpose	Where/How
Service	Make aware of specific impacts to the stakeholder Encourage to respond to consultation	Phone E-newsletter
Derbyshire Healthcare NHS Foundation Trust (DHcFT)	Keep informed Make aware of specific impacts to the stakeholder Encourage to respond to consultation	E-newsletter Email Face-to-face
Derbyshire Local Maternity System	Keep informed Make aware of specific impacts to the stakeholder Encourage to respond to consultation	Email Phone Face-to-face
Disability groups – Disability Equality Hub and other Equality Groups through the EIA, including Deaf People at Derby Deaf Club	Keep informed Make aware of specific impacts to the stakeholder Encourage to respond to consultation	E-newsletter Face-to-face
Existing clients	Keep informed Encourage to respond to consultation	Home page banner E-newsletter Text from advisors News article on website Livewell SM Active Derby e-news Face-to-face
Former clients	Keep informed Encourage to respond to consultation	Livewell SM DCCT SM News on Livewell website Active Derby e-news
Health and Wellbeing Board	Keep informed Encourage to respond to consultation	Ongoing meeting updates
Leisure/ Parks/ Public Health/ Libraries staff	Keep informed Encourage to respond to consultation	E-newsletter Email Face-to-face
Livewell staff	Minimise stress and impact on	Email

Stakeholder	Purpose	Where/How
	morale	Face-to-face Telephone
Local media	Case studies	Derby Newsroom Phone Email
Patient Participation Groups	Keep informed Make aware of specific impacts to the stakeholder Encourage to respond to consultation	Through PMs PPG E-newsletter article Face-to-face
Physio Team	Keep informed Make aware of specific impacts to the stakeholder Encourage to respond to consultation	Email Phone E-newsletter
Rolls-Royce	Keep informed Make aware of specific impacts to the stakeholder Encourage to respond to consultation	Face-to-face Email Phone
Royal Derby Hospital Respiratory & Cardiac	Keep informed Make aware of specific impacts to the stakeholder Encourage to respond to consultation	Email Face-to-face
School Nurse teams and Schools	Keep informed Make aware of specific impacts to the stakeholder Encourage to respond to consultation	E-newsletter Email DCCT channels
Trade Unions	Keep informed	
University of Derby	Keep informed Make aware of specific impacts to the stakeholder Encourage to respond to consultation	Email Phone Face-to-face Livewell SM
Volunteers	Keep informed Make aware of specific impacts to	Email Phone

Stakeholder	Purpose	Where/How
	the stakeholder Encourage to respond to consultation	Face-to-face Livewell SM
Workforces	Keep informed	Phone