

Engaging local people in “Call to Action”

Communications and engagement plan for the NHS clinical commissioning groups in Leeds

Resources

We have identified who our stakeholders are and the list below looks at the range of resources we will use to ensure we can target the broad range of groups we need to engage and involve.

- **Online questionnaire:** the online questionnaire will be available directly from Survey Monkey as well as through the CCG websites. We will promote this using a range of channels including CCG bulletins, partner bulletins, the media, social media, direct emails and through community engagement events.
- **Paper based questionnaire:** a paper-based version of the questionnaire will be made available to our community and voluntary sector partner and to Leeds Involving People who will attend events on behalf of the CCGs in Leeds. A limited number of copies are being printed in line with the sustainability policies of all CCGs in Leeds however further copies can be made available upon request.
- **CCG website:** a prominent link from the home page of the CCG’s website will be set up so that people can quickly access information and take part in the debate. The website will include a link to the online version of the survey as well as a number/email address so that people can request a hard copy if they wish to do so. We will also **embed a video from the NHS Confederation** which neatly explains why the NHS needs to change and why it is important people take part in the debate.
- **Campaign pack:** member practices and community sector partners will be offered the opportunity to hold Call to Action sessions within their premises with the opportunity to request a campaign pack. The campaign pack will consist of flipcharts and printed questions/prompts.
- **Social media:** we will be using the CCG’s social media accounts to promote and encourage debate using the following #LeedsCallToAction. We will also encourage partner organisations to use their own accounts to spread the word.
- **Engagement events including a citywide event on 27 November:** we will either attend, or ask Leeds Involving People to attend a range of existing events and hold stalls/awareness sessions so that people can participate in Call to Action. We will round this off by organising our own citywide event that will be a mix of a structured session where those attending can answer the four wider questions before breaking off and speaking directly to commissioners from their relevant CCGs for more detailed questions. Our engagement activities will be a mix of attendance at events, focus groups and one to one interviews.
- **Staff engagement:** we will promote Call to Action within the CCG’s e-bulletin and also set up a staff workshop (or workshops) so that staff can take part in the debate.
- **Media:** a press release will be issued to alert the media that Call to Action Leeds is now active and we will issue a further press release prior to the citywide engagement event on 27 November. We are also working with the Yorkshire Evening Post to look at the feasibility of setting up a live Twitter chat and we will look to offer similar opportunities to other local media outlets.

Action plan October 2013 - February 2014

Resource	Stakeholders	Citywide or CCG specific	w/c 28 October	w/c 4 November	w/c 11 November	w/c 18 November	w/c 25 November	December 2013	Jan-Feb 2014
Online questionnaire	<ul style="list-style-type: none"> - Patients and the public - Citizens' Panel - Staff and member practices - Partner organisations including local authority and providers - Third sector incl. HealthWatch - Political incl. HWBB, Scrutiny, MPs and councillors - Professional bodies including LMC and Community Pharmacy West Yorkshire 	Citywide	<p>Questionnaire online and promoted through internal and external bulletins</p> <p>Promotion on social media channels (Facebook and Twitter)</p> <p>Links available on website</p>	<p>Prepare social media text for partners to use</p> <p>Identify any other opportunities for social media promotion such as #LeedsHour</p>	<p>Team Brief item and staff engagement workshop.</p> <p>Online questionnaire to be made available for staff who don't want to openly write their thoughts</p>	<p>Push questionnaire on social media</p> <p>Take part in Twitter chat with Yorkshire Evening Post and promote link to questionnaire</p>	<p>Use #LeedsCallToAction during citywide event and reference online survey</p>	<p>Ongoing promotion of questionnaire on web, social media and internal bulletins</p>	<p>Ongoing promotion of questionnaire until closing date of 10 January</p>

Paper based questionnaire	<ul style="list-style-type: none"> - Patients and the public - Third sector partners including HealthWatch and Leeds Involving People 	Citywide with some CCG specific events	Disseminate printed copies of questionnaire to partner organisations	Use at citywide and local events	Use at citywide and local events	Use at citywide and local events	Use at CCG run citywide event on 27 November	Use at citywide and local events	Use at citywide and local events
CCG website	<ul style="list-style-type: none"> - Patients and the public - Staff and member practices - Share link with other stakeholders in tailored comms materials such as emails or letters 	Citywide with facility to tailor content to CCG needs	Web pages uploaded and signposting available from home page - to include link to online survey and PDF version as well as NHS Confederation video						Page amended to show results of evaluation anticipated to be end of February 2014
Campaign pack	<ul style="list-style-type: none"> - Member practices - Community groups 	Citywide	<p>Email practice managers inviting them to take part in Call to Action with offer of campaign pack</p> <p>Email community</p>				Email reminder sent to request for completed sheets to be returned		

			groups and offer campaign pack						
Social media	<ul style="list-style-type: none"> - Patients and the public - Staff and member practices - Partner organisations including local authority and providers - Third sector incl. HealthWatch - Political incl. HWBB, Scrutiny, MPs and councillors - Professional bodies including LMC and Community Pharmacy West Yorkshire - Local businesses 	Citywide with some CCG specific questions	Launch social media campaign using #LeedsCallToAction	<p>Send out social media draft content for partner organisations to use</p> <p>Alert local people to any events we are attending</p>	<p>Ongoing updates and ask CCG specific questions if any identified by commissioners</p> <p>Promote citywide event on social media</p>	Use Yorkshire Evening Post web chat to highlight survey and citywide event	<p>Live tweeting from citywide event on 27 November</p> <p>Ongoing social media promotion</p>	Collect data and share with commissioners	Ongoing promotion and data collation
Public engagement	All	Citywide with	Attend or ask Leeds	Upload citywide	Promote citywide event	Attendance or	Citywide event	Attendance or	Attendance or

events including citywide event on 27 November		some CCG specific actions	Involving People or HealthWatch to support Call to Action at variety of events	event details to website Mailout to Leeds Citizens' Panel for citywide event on 27 November Attendance or representation at events	on social media Attendance or representation at events	representation at events		representation at events	representation at events
Staff engagement events	- Staff and Board members	Citywide and CCG specific	Date and format to be agreed						
Media	- Patients and the public - All other stakeholder groups	Citywide	Issue press release launching Call to Action Leeds - look for opportunities for press/media interviews			Issue press release to promote 27 November citywide event Take part in Twitter chat with Yorkshire Evening Post (possible web chat with Radio Aire TBC)	Invite media to citywide event on 27 November		Issue press release highlighting key findings from Call to Action Leeds
Copy for	- Partner	Citywide	Prepare and	Contact one	Disseminate				Use press

bulletins (internal/external) PowerPoint Graphic for display screens	organisations - Citizens' Panel - Other partner organisations such as the Police, Fire Service, schools, universities and colleges, one stop centres		disseminate content highlighting Call to Action questionnaire and ask people to take part in social media chat	stop centres and other venues such as universities to place PowerPoint graphic on screens	information about Call to Action citywide event and reminder of social media #LeedsCallToAction					release to produce copy for internal bulletins to report back findings from survey
Patient Advisory/ Assurance Groups and Patient Reference Groups	- PAG - Member practice reference groups	Citywide and CCG	Send email to members with links to online survey and details of social media conversation		Invite to citywide event and reminder of ongoing social media conversation					Feedback results of Call to Action Leeds, share findings and any web links
Data input	Internal audience primarily commissioners, senior managers and executive team/board	Citywide and CCG specific	Ongoing data input to ensure information from non-web based sources is captured	Ongoing data input to ensure information from non-web based sources is captured	Ongoing data input to ensure information from non-web based sources is captured	Ongoing data input to ensure information from non-web based sources is captured	Ongoing data input to ensure information from non-web based sources is captured	Ongoing data input to ensure information from non-web based sources is captured	Ongoing data input to ensure information from non-web based sources is captured	