

## Draft Communications Strategy for discussion

Communications / Stakeholder Team (to be agreed)

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**Code A** Communications officer (commissioning)

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**Code A** - Trimedia

**Code A** Trimedia

### 1. Aims

The communications strategy aims to engage local communities in developments at Gosport War Memorial Hospital, Oak Park Hospital, Fareham Community Hospital and Queen Alexandra Hospital thereby improving local knowledge of and confidence in health services in south east Hampshire.

The strategy supports the Trust's key objectives of improving the health of Hampshire's residents and health service users, reducing health inequalities, and improving patient knowledge of and confidence in health services.

The communications team (above) will be responsible for the development of the strategy and the tactics of its delivery.

### 2. Key audiences

#### 1. Staff

2. The public
3. Service users
4. Local clinicians
5. Local politicians
6. Local voluntary and community groups
7. Media

### 3. Objectives

1. To increase the level of engagement with the wider population regarding the development of health services in South East Hampshire.
2. To positively promote the range of services and facilities in South East Hampshire and create positivity around the health services provided
3. To communicate the current and future plans of the local NHS with existing stakeholders
4. To identify alternative routes and methods of communication to broaden the reach of engaged audiences
5. To inspire and create confidence in local health services among internal and external audiences
6. To develop and maintain an active, reciprocal, engaged communications dialogue

### 4. Generic Key Messages (for discussion)

#### **Care closer to home**

- Health care is now closer to home than ever before
- The local NHS is creating a modern 'hub and spoke' care model across SE Hampshire with QAH being the 'hub' of care and the majority of care being provided in non acute 'spoke' community hospitals and in the community.

#### **Improving quality**

- The local NHS provides safe, clean, high quality care
- Improvements to healthcare in the area have increased dramatically and continue to get better.

#### **Keeping you healthy**

- Hampshire PCT is committed to improving the health and well being of the local population

## 5. Specific key messages (for discussion)

### **GWMH**

- GWMH is a modern, safe and vibrant community hospital.

### **FCH**

- A brand new, modern facility for local people offering a broader range of services locally and reducing the need to travel

### **Oak Park**

- A brand new, modern hospital for local people offering a broader range of services locally and reducing the need to travel

### **QA**

- The new Queen Alexandra will be a state-of-the-art hospital with top class facilities, the latest technology and a clean, welcoming environment.

## 6. Methods of communication

Meetings and face to face discussion

Targeted bulletins

Lobbying and briefing

Print and broadcast media via media releases and interviews

Community Groups' and charitable organisations' publications

Local authority and Parish magazines

Entering awards

Third party ambassadors

Fostering relationships with local communities (e.g. local initiative sponsorships)

## 7. Approach

The strategy has four main approaches:

1. to continue/develop existing face to face briefings and updates with interested parties by mapping existing meetings and key contacts and ensuring timely and consistent briefings
2. to develop greater interaction with, and information for, local community groups, voluntary organisations and faith groups.
3. to increase positive media coverage across local print and broadcast media
4. to proactively manage communications and media relations regarding the GWMH inquests

## 8. Tactics, implementation and measurement

The outline implementation plan sets out how we will achieve our objectives.

Objective	Activity	Measurement/ control	Timeline	Lead	Status
Planning/management					
	Establish Future Health Services Comms steering Group with cross organisational representation	Monthly meetings in place	From August 2008	ST	Complete
	Identify existing and potential new stakeholders. Ask new stakeholders their preferred method of communication. Prepare stakeholder map, with preferred methods of comms identified.	Stakeholder map complete	By September 30, 2008	ST/NB/ Trimedia	
	Identify community publications and voluntary sector publications	Detailed list complete	By October 31, 2008	NB/ Trimedia	Complete
	Map existing face-to-face meetings/briefings taking place and identify any gaps.	Meeting map complete	By November 30, 2008	NB/IH/FB/ MP	Outstanding
	Identify local media and key journalist contacts	List in place	By September 30, 2008	Trimedia	Complete
	Identify key spokespeople and ensure briefed	List in place and briefing conducted	By October 31, 2008	ST/ Trimedia	Outstanding
	Establish Clientzone to share information and train key individuals on usage.	Clientzone in place. Training undertaken.	By November 30, 2008	Trimedia	Clientzone in place. Date set for training.
	Commission new photography of GWMH.	Media using new photos.	By October 31, 2008.	MG	Complete.
	Develop separate crisis comms plan for GWMH inquests.	Plan complete and approved by GWMH inquests steering group.	By X	ST/ Trimedia	
Increasing information/awareness					
	Research, write and issue monthly	Bulletin issued monthly	From October	Trimedia/ FB/MP/EE	Underway

	bulletin to all identified stakeholders and publications		08		
	Create accessible document/map outlining changes and which services will move	Document created	By November 7, 2008	LM/ST	Underway
	Develop distribution list for map	List in place	By November 7, 2008	LM/Trimedia	Underway
	Map distributed	Map widely available	By Nov 30	LM/ST	
	Supporting publicity	Press release issued. Letter sent to all stakeholders. Piece in Stakeholder Update. Piece in 2xPCT and PHT staff newsletters	By Nov 30	LM/ST/AS/DB	
	Issue at least four proactive media releases per month to local media	20% increase in positive coverage on GWMH, FCH, OP and QAH by Dec 08 from July 08 baseline.	Monthly from Oct 2008	LM/ST/AS/DB/MG Trimedia	In place
	Issue monthly round up of local stories to community publications	At least positive four items per month featured in community publications.	Monthly from Nov 08.	NB/Trimedia	
	Identify/train broadcast interviewees and place stories.	At least two positive broadcast interviews per month.	Monthly from Oct 08	LM/ST/AS/DB/MG Trimedia	In place
<b>Increase face to face briefings/lobbying/engagement</b>					
	Arrange meetings/briefings for any gaps identified.	All identified groups briefed.	By Feb 09.	FB/MP/NB/IH/RS/ST/Trimedia	
	Ensure consistent briefing materials for existing meetings/briefings identified.	Briefing pack available through clientzone and regularly updated.	By Dec 08	LM/ST	
	Develop consistent central record of briefings/meetings etc through clientzone.	Clientzone actively used. Accurate central record of engagement activity.	By Dec 08	All	

	Arrange face to face briefings with key local journalists.	Meetings held	By Dec 08	ST/ET/MG Trimedia	
	Arrange a series of community roadshows/events and supporting publicity.	Roadshows held in Fareham, Havant, Gosport and Portsmouth.	By March 09	NB/ Trimedia/ LM/ET/DB	
	Arrange a series of clinical briefings.	Events held in Fareham, Havant, Gosport and Portsmouth.	By March 09.	ST/ET/DB/ Trimedia	

## 9. Risks

There are a number of risks associated with the failure to deliver this strategy. Most notably there is a risk that:

- There is a lack of confidence in local services resulting in reluctance to use local facilities and/or poor patient experience due to fear on doing so
- There is damage to the PCT and Trusts' or individual hospital/service reputation through negative media coverage or lack of stakeholder support
- There is negative feeling about developments locally which hinders service development by slowing planning applications, increasing scrutiny or undermining partner agency support.

## 10. Responsibilities and reporting

Progress against this strategy and implementation plan will be managed by the FHS Communications and Engagement Group, membership of which is identified at the beginning of this document. This group will report to the FHS Steering Group and the GWMH Inquests Steering Group on progress against the plan and the associated GWMH Inquests Communications Plan.