



Wiltshire Involvement Network

Engagement and Communications Strategy

Who is responsible for the strategy?

WIN Outreach sub group. WIN has developed an Outreach Sub group. The remit of the group is to positively promote and raise awareness of WIN. The Outreach Group will initiate and support community engagement activity that will enable, encourage and increase public involvement.

What is Consultation and Engagement?

Consultation is the process of dialogue that leads to an action. Engagement is about providing opportunities for local service users to influence the action.

It consists of:

- Direct involvement with groups and individuals in the community
- Involving people in decisions that affect their lives
- Communications, involvement and understanding of communities
- Creating opportunities for people to improve the quality of their life
- Involving people in developing and delivering services
- Giving people the skills and the confidence and capacity to act on their own account

Purpose of Engagement

- Provide information on the WIN's work
- Increase awareness about the role and responsibilities of the WIN
- Identify the needs of communities about their health and social care needs and concerns
- Identify the needs and access issues of local people who do not actively access health and social care
- Build a positive relationship with and between local people through a process of informing, listening, involving and supporting

- Work with the voluntary sector and community groups that provide services within the community, to give people better opportunities, the confidence and skills to support and become involved in health and social care issues
- Alert partners to problems and identify potential issues

To build trust within Wiltshire's diverse communities and provide opportunities to influence the WIN decision-making.

Note:

Participation is a process not an event and empowerment is the outcome.

3 overall aims

1. Public and community awareness of the WIN and its work (building a good reputation and profile)
2. Public consultation – obtaining opinions on health and social care
3. Public participation – helping with WIN work, signing up to newsletter

The Core Principles for Public Engagement (amended to work with the WIN)

1. Careful Planning and Preparation

Through planning, ensure that design, organisation, and action serve both a clearly defined purpose and the needs of the participants.

2. Inclusion and Demographic Diversity

Include diverse people, voices, ideas, and information to ensure an equitable outcome.

3. Collaboration and Shared Purpose

Support and encourage participants, communities, groups, regulators and providers and others to work together to improve health and social care for all.

4. Openness and Learning

Help all involved listen to each other, explore new ideas learn and apply information in ways that generate new options, and rigorously evaluate public engagement activities for effectiveness.

5. Transparency and Trust

Be clear and open about the process, and provide a public record of the process and range of views and ideas expressed. WIN will aim to promote transparency in the provision of information and involvement of all our communities in our activities as WIN.

6. Impact and Action

Ensure each development has real potential to make a difference, and that participants are aware of that potential. Apply an Equality Impact Assessment to each development/action.

7. Sustained Engagement and Participatory Culture

Promote a culture of participation within the WIN and health and social care services that support ongoing public engagement.

WIN agrees to:

- Encourage people to listen to and learn from each other
- Use flexible ways to involve people
- Recognise the expertise of local people
- Focus on the way forward by building on what works
- Review and learn throughout the process
- Go to where people are
- Give everyone the opportunity to participate
- Plan for ongoing involvement
- Check back to make sure we've got it right
- Ensure that community engagement activities are voluntary, and that participants can withdraw at any time
- Ensure that participants can be involved at any level that suits their personal needs
- Ensure that information obtained from community engagement activities is honestly interpreted
- Ensure that the rights and dignity of all participants are respected at all times
- Respect the rights of participants to decide how much to reveal about themselves

- Give careful consideration to activities, information and questions to ensure that they do not offend, cause distress or embarrassment.
- Ensure that it takes into account particular needs and overcome any difficulties participants may have to enable them to participate
- Involve communities that are usually excluded
- Ensure that there is equal access to consultation exercises, and that participation meets the needs of all communities
- Ensure that community engagement activities are realistic and that expectations are not raised unnecessarily
- Have a transparent process to feedback on community engagement activity and outcomes and give reasons if unable to deliver on expectations
- Ensure participants know what they are agreeing to take part in and why, feedback how the information will be used.

Measuring Success and Outcomes

The WIN will obtain (wherever possible) data on the protected characteristics as per the Equality Act 2010 and new arrangements in 2011 from people giving their views to the WIN and those involved with the WIN. The WIN will monitor events and engagement through feedback forms and informal interviews.

Engagement activities will be recorded and the WIN Engagement Group will oversee the monitoring of engagement activities.

The success of the WIN Engagement Strategy will be measure by the:

- Increase in people involved in the WIN (signed up as participants)
- Increase in number of issues received from groups and individuals
- Increase in diversity of people submitting issues to the WIN and participants
- Increase hits on website
- Increase attendance at events
- Gain positive feedback on events
- Increasing media coverage

Appendix 1 - Purpose of Engagement and Methods Used

The Diverse make up of Wiltshire's population means that a range of tailored approaches is needed to make sure we connect with all communities.

Methods

These will be flexible based on the needs of the people the WIN is trying to reach and may involve methods not listed

Out and About

- WIN annual event
- Outreach visits to community groups and organisations
- Attending community events
- Presentations and feedback at community and group meetings
- Exhibitions and road shows
- Focus groups
- Workshops
- Community Champions and Leaders
- WIN stands

Paper

- Letters
- Leaflets and posters
- Direct mail
- Newsletters
- Media: radio, newspapers, TV

Virtual

- Email bulletins
- Newsletters via email
- Website
- Web polls
- Blogs / social networking
- Consultation web portal
- Text (SMS)

Research

- Mystery shopping (where people pose as normal service users and perform specific tasks such as assessing how they are treated, asking questions, registering complaints or behaving in a certain way)
- Questionnaires and surveys
- Interviews
- Forums

Who to engage with?

WIN will target underrepresented groups as identified in the key document produced by the Wiltshire Intelligence Network, recognising that generic methods of engagement risk excluding certain sectors of the population, WIN will focus work on developing communication and engagement mechanisms with the following aligned to cover all the protected characteristics.

WIN has identified the following priority groups:

- **Younger People – Adults (18-25)**
- **Lesbian, Gay, Bi-sexual and Transgender**
- **Older people**
- **Carers**
- Public, patients and service users
- Users of adult social care (including carers)
- Community and voluntary sector
- Multi-agency forums and partnerships
- **Faith groups**
- Youth Council
- Service User forums
- Neighbourhoods
- Groups and organisations
- Tenants and leaseholders groups
- Research and academic institutions

Appendix 2 - Communications

1. Public awareness of WIN and its work

- Create awareness of WIN among local population
- Increase number of issues received by the WIN
- 100 leaflets distributed
- 100 posters distributed
- Number of new participants signed up, target increase

Audiences

- Local radio
- Posters and leaflets should be used to target the following groups:

Young people, families, carers, carer's centre, older people, black and minority ethnic people, people with disabilities, unemployed people, faith groups, trade unions, emergency services, local businesses, councillors, MPs, journalists, gypsy and traveller's

Appendix 2a External Communications – Who WIN should Communicate with:

People with health and Social Care Issues
Carers

Pharmacists

Poster, Leaflets, People with ongoing health needs, People who have short term illness, Older people, Children, Young people

GP Surgeries

Poster, Leaflets, Local businesses (opticians)

Dental Surgeries

Opticians

Poster, Leaflets, People receiving health care, Carers, Older people, Parents, Children, Young people, Staff

Hospitals

Posters, Leaflets, Briefing, People with health problems

Walk-in Centres

Poster, Leaflets, Briefing, People with health problems, Families

Health Centres

Poster, Leaflets, Briefing, People interested in health issues **Blood Donor Sessions** Poster, Leaflets, People with health problems, Carers, Older people, Children, GP staff, Different neighbourhoods, Poster, Leaflets, and Briefing

Education

Older people, Black, Asian, Minority Ethnic (BAME), Unemployed people

Third Sector education

Briefing, Students, Young people

Colleges

Posters, Leaflets, Students

Post offices

Poster, Leaflets, General

Petrol Stations, Supermarkets

Poster

Gyms, leisure centres

Poster, Leaflets, Families, Older people, Young people, Unemployed people, BAME people

Community Centres

Poster, Leaflets, Families, Older people, Young people, Unemployed people, BAME people

Community Cafes

Poster, Leaflets, Families, Older people, Young people, Unemployed people, BAME people

Libraries

Posters, Leaflets

Citizen Advice Bureaux

Host staff, Posters, Leaflets, Briefings, General

Rail Stations

Host staff, Posters, Older people, Carers

Meals on Wheels

Host staff, Leaflets, Briefings, people with mobility or transport difficulties, older people

Community Transport

Host staff

Federation of Disabled People

Posters, Leaflets, General

Charity Shops

Host staff, Posters

Job centres

Host staff

Faith centres

Host staff, Posters, Leaflets

Connexions

Host staff, Briefing

Social Care

Older people, People with learning disabilities, People with mental health problems, Carers, Staff

Residential care homes

Posters, Leaflets, Briefing

Nursing Homes

Posters, Leaflets, Briefing

Carer's Centre

Cruse

Crossroads

Alzheimer's Society

MS Society

Posters, Leaflets, Briefing, Children, Young people

Printed materials

Posters, A4, tri-fold leaflet, Briefings

Press

Press release, Radio, Local hospital radio, BBC Wiltshire

Online

Dialogue, Website homepage, Support for Groups website, Community websites, Specialist LINK site/list, NHS email list, Email bulletins, Third sector Email lists

Appendix 2b - Internal Communications

WIN Core Group and sub groups

Face-to-face meetings

Workshops

When will you need to communicate over the next week, month, 12, or 24 months? List the key dates - what do you need and when.

Describe each key event or activity that will need communications (including: launch of a report, events, conference, etc.).

[Fill in when press release being written, before poster/leaflet launch]

What? Why? Where? When? Who? How? Target Audiences?

Objectives? Key Message(s)? Media Strategy? Tools and Materials?

- Poster
- Leaflet

Partner events to attend:

Is my message passionate? Does it really show my enthusiasm?

Is it optimistic? Is it positive and forward looking?

Is it inspirational? Will it move someone to take action?

Does it challenge? Does it confront the issues?

Is it credible? Will people believe me?

Is it accountable? Does it demonstrate our honesty and trustworthiness?

Is it persevering? Does it prove our commitment?

Is it delivering results? Does it show what we have achieved?

Keep in mind that your message does not need to include all of the above. In other words, you don't need to reflect every single brand value in your message.

External

Have you achieved your objectives?

- create awareness of WIN among local population
- Increase number of issues received by the WIN
- Number of issues received increased by?? Increase
- 100 leaflets distributed
- 100 posters distributed
- number of new participants signed up, target?? Increase

Did you reach the right audience?

Did you use the right tools?

Did you come in on budget? If you didn't, why not?

Appendix 2c – Advertising and Public Relations

Endorsements by other health and social care charities

Meetings and events, including meetings with dignitaries (eg local councillors, MPs)

Case study (written up)

Appendix 3 - Consultation

Needs to take place:

- At the start of the process of planning services
- When options are being narrowed down
- At the final stages of the process – when a preferred option is being proposed or considered
- During a best value review of services;
- As part of regular customer satisfaction surveys to improve service delivery
- When evaluating a particular service
- When a service is to be altered
- When there are new or emerging issues
- If there is a statutory duty to do so

WIN will make sure consultation works by:

- Using meaningful and effective processes
- Using a variety of methods in order that as many people as possible have the opportunity to become involved and give their views
- Reducing the barriers to communication and consultation
- Using Plain English
- Using fully accessible and welcoming venues and meeting facilities
- Using audio for the visually impaired
- Using text, email and British Sign language for the hearing impaired
- Meeting at alternating times to allow everyone to get involved
- Translating in other community languages and Braille
- Providing crèche provision where required
- Identifying alternative media sources to reach people with learning difficulties and literacy issues
- Using signing and interpretation services

Branding (using logo)

- Consistent use of logo
- Newsletter template
- Emails
- Headed paper
- Leaflets
- Posters
- Folders for information i.e. Induction folders for new members

- Display stand for events
- PowerPoint presentations
- Consultation promotion – feedback cards
- WIN website and other websites

Risks

Risk Action

Competition for public's attention

Avoid duplication of information

Innovative and eye catching

Engagement

Misunderstanding of messages Use Plain English

Use consistent messages

Double checking and proof reading

Difficulty to reach seldom heard from groups and individuals

Identify channels to reach people and groups

Improve accessibility

Identify champions and leaders

Understand their issues