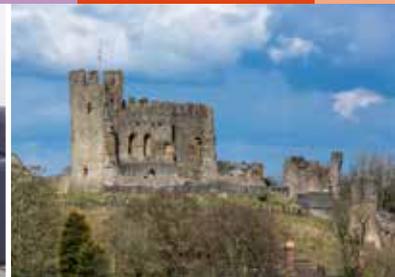


Summary of Dudley CCG

Communications, Engagement and Involvement Strategy 2016-2019

Thinking Differently



Working with you

As a commissioning organisation we are responsible for buying the right health and wellbeing services for our local people and communities. Only by working with you, listening to you and valuing your ideas can we ensure that those services are the right ones! Good communication and engagement can break down barriers, share good ideas and create an environment where all of us concerned with improving health and care across Dudley can work together to build a better future.

Our full Communications and Engagement Strategy (available at www.dudleyccg.nhs.uk/patient-and-public-engagement-strategy-2/), is for you to understand how we engage with partners and ensure you know how to participate in the work of Dudley CCG. Patients have been involved in shaping our strategy to ensure our communication and engagement is strong and can make a difference.

This summary is a guide to outline our plans on engaging and communicating effectively with our patients, public, partners, staff and stakeholders over the next three years.

“Effective communication is more important across health and care than ever before.”

Dr David Hegarty, Dudley CCG Chair



Our Vision and Values

Our Vision:

To promote good health and ensure high quality health service for the people of Dudley.

Our Values:

- ★ We will be a caring organisation;
 - ★ We will be a patient-centred organisation;
 - ★ We will work together as teams within the organisation and with partners;
 - ★ Quality and safety will be the foundation of everything we do;
 - ★ We will be an organisation which leads by example;
 - ★ We will be a learning organisation;
 - ★ We will be an inclusive organisation;
 - ★ We will have a focus on prevention and health promotion;
 - ★ We will be an innovative organisation;
 - ★ We will promote excellent financial management.
-



Thinking Differently

Dudley CCG's motto since we took over as the local leaders of the NHS has been ***'Thinking Differently.'***

We are now starting to act differently as well – and turning visions into action requires a change in our approach to communication and engagement. Dudley has been selected as one of the areas to test out new models of care and we are embracing this as an opportunity in the rapidly evolving health and care system.

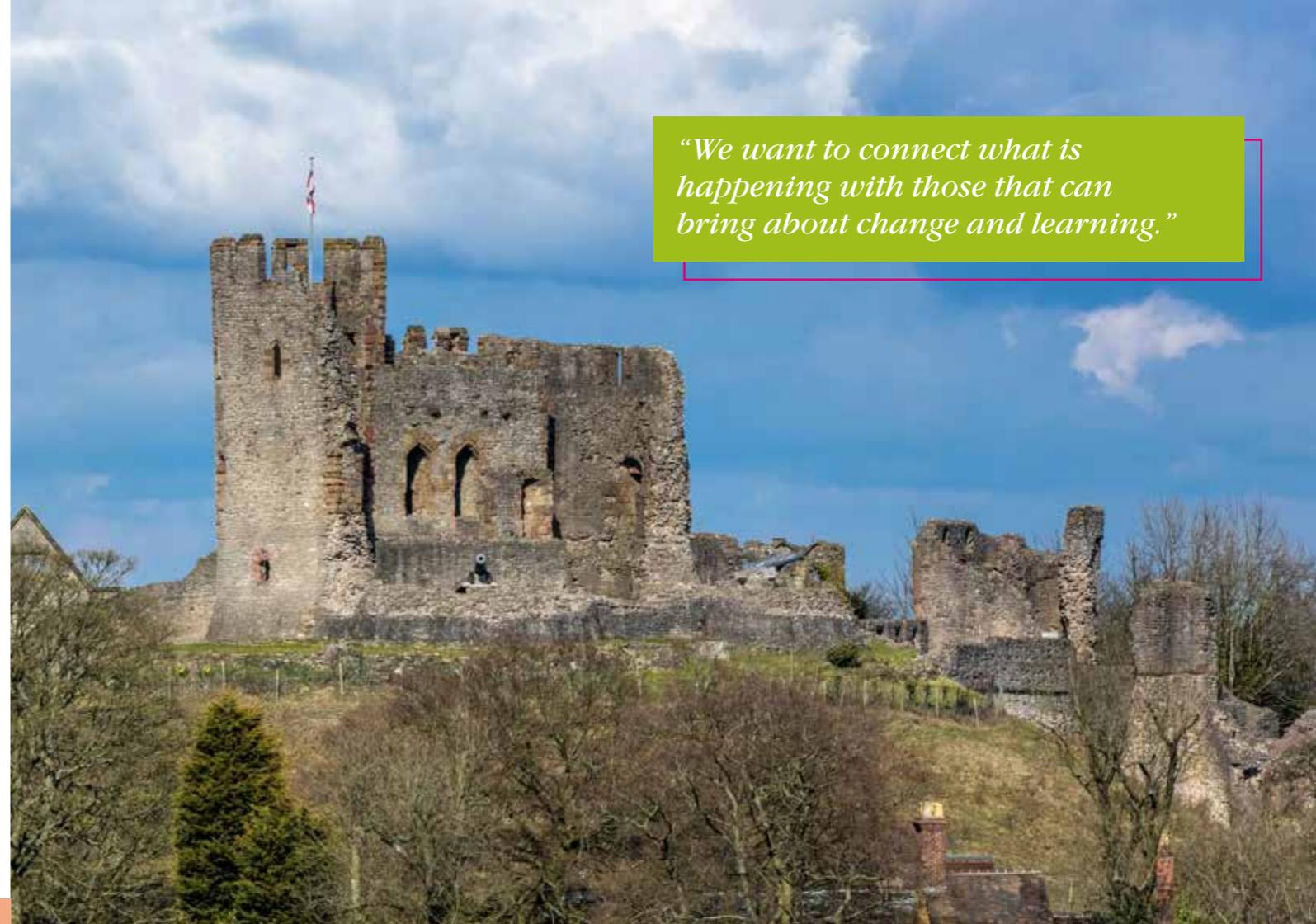
Our Communications and Engagement strategy provides an overarching set of principles which we will apply to any programme or project when developing, delivering, monitoring and evaluating any communications and engagement plans.

A photograph showing a woman with blonde hair, wearing a black cardigan and a patterned skirt, sitting in a dark office chair. She is leaning forward and talking to a young girl with brown hair in a ponytail, wearing a blue denim jacket and pink sneakers. The girl is sitting in a dark armchair. They are in an office setting with a desk, computer monitor, and keyboard visible in the background. A quote box is overlaid on the image.

“We want to create an environment which supports people using health and care services to drive change.”

Our Pledge to Dudley People

- To give the right information, at the right time in the right way.
 - To listen to what you tell us and take the time to hear what you are saying.
 - To make it easy for you to get in touch with us.
 - To work with partners to give you the skills, knowledge and confidence you need to participate.
 - To be transparent in our decision making processes.
 - To recognise and value your contributions; learn to appreciate and make better use of what we already have in our communities.
 - To always give you feedback – even if it is a difficult conversation.
-



“We want to connect what is happening with those that can bring about change and learning.”

What do we need to do?

Our Communications and Engagement strategy is the vision for **a future in which people and communities will contribute actively, collectively and inclusively to achieve Health & Wellbeing outcomes.**

As a statutory organisation, we know that we need to:

- involve the public in the planning and development of services;
 - involve the public in any changes that affect patient services, not just those with a “significant” impact;
 - set out in our commissioning plans how we intend to involve people in our commissioning decisions;
 - consult on our annual commissioning plans to ensure proper opportunities for public input;
 - report on involvement in our Annual Report;
 - have lay members on our Governing Body
 - have due regard to the findings from the local HealthWatch;
 - consult local authorities about substantial service change;
 - have regard to the NHS Constitution in carrying out our functions;
 - promote choice.
-



“We want to inspire our local teams and partners to listen, take responsibility and make real changes to enable person centred care.”

Our Approach

We are passionate about developing an organisational culture which supports an empowering and collaborative approach to communications and engagement.

As an organisation we will be:

- **Confident** – by working in a way which increases people’s skills, knowledge and confidence – and instills a belief that they can make a difference.
 - **Inclusive** – by working in a way that ensures there is no discrimination when determining our priorities and we will continue to challenge inequality and exclusion. We recognise and value the diversity in our community and we will promote equality of opportunity and good relations between individuals and groups.
 - **Organised** - by working in a way which brings people together around common issues and concerns in organisations and groups that are open, democratic and accountable.
 - **Co-operative** – by working in a way which builds positive relationships across groups, identifies common messages, develops and maintains links to national bodies and promotes partnership working.
 - **Influential** – by working in a way which encourages and equips communities to take part and influence decisions, services and activities.
-



“We want to build relationships and networks to have honest conversations.”

NHS Dudley CCG will ensure that we communicate appropriately with our key partners at each stage of the commissioning cycle and engage with local people to include their views in the decision making process.

Our Delivery

We will be true to the following principles in all our conversations.

Open and transparent :

Our communication will be as open and transparent as we can be, ensuring that when information cannot be given or is unavailable, the reasons are explained.

Consistent:

There are no contradictions in the messages given to different groups or individuals. The priority to those messages and the degree of detail may differ, but they should never conflict.

Two-way:

There are opportunities for open and honest feedback and people have the chance to contribute their ideas and opinions about issues and decisions.

Clear:

Communication should be jargon free, to the point, easy to understand and not open to interpretation.

Planned:

Communications are planned and timely rather than ad-hoc and are regularly reviewed to ensure effectiveness.

Accessible:

Our communications are available in a range of formats to meet the needs of the target audience.

High quality:

Our communications are high quality with regard to structure, content and presentation at all times.



“We want to develop and grow confidence and trust in local services in NHS Leadership.”

Get Involved

This strategy will be used to help develop strong communications plans to support a wide range of service developments and transformational work.

However, there are a number of key communications channels supported by the CCG which have an important role to play in all these plans.

We love listening to your views, opinions and experiences and there are lots of different ways for you to get involved.

- Healthcare Forums (HCF)
- Patient Participation Groups (PPGs)
- Patient Opportunity Panel (POPs)
- Feet on the Street
- Join our mailing list

Visit <http://www.dudleyccg.nhs.uk/get-involved/> for more information.

Contact us

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