

Inverclyde Community Health Care Partnership

Staff Partnership Forum Communication & Engagement Plan

1. Purpose

The purpose of this Communication & Engagement Plan is to outline the plans to communicate with, involve, engage and inform staff across Inverclyde CHCP about the Staff Partnership Forum, its role and membership, and in accordance with the Staff Governance Standard, ensure effective communication is sustained as the work plan is implemented.

2. Aim

The Communication & Engagement Plan aims to deliver effective communication that is accurate, timely and relevant through a range of appropriate methods and formats. The plan emphasises the importance of two-way communications by promoting engagement with stakeholders and encouraging them to actively participate, building on both the Staff Governance Standard and the ethos that good communication and engagement is vital to the success of the CHCP.

4. Engagement Methodology

Our action plan (Appendix 1) details the activity around communication and engagement over the next 12 months using a diverse range of methods to engage with different audiences and gain different depth and focus of information. The action plan will be subject to further refinement and amendment as work in this area progresses. Methods may change depending on the final requirements, however, the plan provides a robust and meaningful programme of activity. Communications will be a standing item on SPF agendas.

5. Monitoring and Evaluation

The effectiveness of the action plan will be monitored and evaluated via the annual Staff Governance monitoring exercise. In addition the SPF may agree to hold SPF development events from time to time to evaluate the group's effectiveness and this will include SPF communication and engagement.

Action Plan

| | Issue/ Objective | Action | Method | Stakeholder | Expected Outcomes | Timescale | Leads |
|---|----------------------------|--|---|---------------------------------------|--|----------------------------------|---|
| 1 | Communication & Engagement | The Director's Brief includes a section for the Staff Partnership Forum | Written and discussed at monthly team meetings with staff | All CHCP staff | To inform and promote discussion about the work of the SPF and get feedback from staff on this | Monthly | Director HOS Service Managers Team Leads |
| 2 | Communication & Engagement | SPF agree a small number of key messages (eg three) after each meeting to include in the next monthly Team Brief | Written | All CHCP staff | To inform and promote discussion about the work of the SPF and get feedback from staff on this | Every 2 months | SPF Co-Chairs |
| 3 | Communication | SPF contributes to CHCP newsletters | Written | All CHCP staff and other stakeholders | Stakeholders receive more detailed information on the work and outputs from the SPF | Quarterly | SPF Co-Chairs/ Communications Group |
| 4 | Communication & Engagement | Staff Governance Action Plan agreed | Based on feedback from staff and SPF views and issued by e-mail and hard copy | All CHCP staff and SPF members | Staff Governance Standard implemented across the CHCP | Annual | SPF Service Managers Team Leads |
| 5 | Communication & Engagement | Staff Governance Action Plan monitored | Discussion with staff at team meetings and focus groups | All CHCP staff | Feedback obtained on Staff Governance issues and effectiveness of SPF along with suggestions for improvement | Annual | SPF Service Managers Team Leads |
| 6 | Communication & Engagement | Staff Engagement Events | SPF members invited to attend | SPF Members | SPF members contribute to these events and are briefed on key CHCP issues | As and when events are organised | Director |
| 7 | Communication | SPF involvement | SPF members | SPF | SPF members | As agreed | SPF Co-Chairs |

| | Issue/ Objective | Action | Method | Stakeholder | Expected Outcomes | Timescale | Leads |
|---|-------------------------|---|---|--------------------|---|------------------|-----------------|
| | & Engagement | in key issues | nominated to represent SPF on key groups including Health & Safety, Development Group, Redesign Initiatives | Members | contribute to these groups, engage with managers and staff on key issues, and provide feedback to SPF | by SPF | |
| 8 | Communication | Staff access to up-to-date and accurate SPF documents | Staff intranets | All CHCP staff | Staff can access SPF membership lists, constitution, agenda, minutes and other papers electronically | Ongoing | SPF Secretariat |

Communication Mechanisms

(This table presents the range of most useful communication mechanisms)

| Mechanism | Awareness | Understanding | Support | Participation | Commitment | One-way | Two-way |
|---------------------------------|-----------|---------------|---------|---------------|------------|---------|---------|
| Conferences & Engagement Events | X | X | | X | X | X | X |
| Presentations | X | X | | | | X | |
| Newsletters | X | X | | | | X | |
| E-Mail | X | X | | | X | X | |
| Intranet | X | X | | | | X | X |
| Team Brief/ Team Meetings | X | X | X | X | X | X | X |
| Workshops | X | X | X | X | X | X | X |
| Graffiti boards | | | | | | X | |
| One-to-one | X | X | X | X | X | X | X |
| Networking | X | X | | X | X | X | X |
| Roadshows | X | X | | | | X | |