

Central Bedfordshire
Shadow Health and Wellbeing Board

**Contains Confidential
or Exempt Information** No

Title of Report Bedfordshire Clinical Commissioning Group
Communications and Engagement Strategy

Meeting Date: 6 September 2012

Responsible Officer(s) John Rooke, Chief Operating Officer, Bedfordshire Clinical
Commissioning Group

Presented by: John Rooke

Action Required: The Shadow Health and Wellbeing Board is asked to note the
attached Communications and Engagement Strategy.

Executive Summary

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| 1. | <p>The Communications and Engagement Strategy considers the CCG's communication and engagement needs over the lifetime of its three year integrated commissioning plan. The strategy sets out how structures, processes and mechanisms will be established to embed communications and engagement within the culture, strategic planning and day to day work of BCCG at all levels. The aims of the strategy are:</p> <ol style="list-style-type: none">1. To establish BCCG as the leader for NHS commissioning in Bedfordshire and promote system-wide partnership working.2. To support the successful delivery of BCCG's vision and strategic operating plan for 2012/13, through embedding PPE in the CCG's business and culture.3. To support, through effective and meaningful communications and engagement, the CCG to achieve full authorisation as a statutory NHS body. |
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	<p>The key strands are:</p> <ul style="list-style-type: none"> • Stakeholder mapping and analysis • Developing a core narrative • Launching the CCG • Partnership and stakeholder working • Practice engagement • Embedding PPE in commissioning • Membership scheme • Communications and engagement capacity and capability • Engaging with the seldom heard residents • Promoting PPE • Providing information and promoting choice • Aligning patient experience and public engagement • Social marketing and behaviour change.
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Background	
2.	The strategy was approved by the BCCG Board in May and submitted as one of the core documents for authorisation. It is presented to Central Bedfordshire Shadow Health and Wellbeing Board for information.
3.	Implementation of the strategy is ongoing.

Detailed Recommendation	
4.	The SHWB may wish to receive a progress report at a later time.

Issues	
Strategy Implications	
5.	The aim of the strategy is to ensure that BCCG has the capacity, capability and supporting structures and processes to deliver high quality, effective communication and engagement with its defined stakeholders, including patients and public, to operate as a high performing NHS commissioning organisation and meet its statutory obligations. It is aligned to the BCCG strategic plan and as such, should be seen as supporting the priorities and objectives of the Health and Wellbeing Board.

6.	The strategy is also aligned to other key corporate strategies, including the Equality and Diversity Strategy. The strategy will be reviewed annually.
Governance & Delivery	
7.	The strategy has an accompanying implementation plan. Implementation is led by the cluster communications and engagement team, which provides services as part of a local Commissioning Support Service. Progress is currently reported via a monthly SLA to the CCG. A patient and public reference group, chaired by the CCG board lay PPI member, is to be established to oversee implementation.
Management Responsibility	
8.	<p>John Rooke, Chief Operating Officer, Bedfordshire Clinical Commissioning Group</p> <p>David Levitt, Deputy Director of Communication and Engagement, NHS Bedfordshire and Luton</p>

Risk Analysis
Briefly analyse the major risks associated with the proposal and explain how these risks will be managed. This information may be presented in the following table.

Identified Risk	Likelihood	Impact	Actions to Manage Risk

Source Documents	Location (including url where possible)

John Rooke

Presented by