

**Item: 4.1**

<b>Report to:</b>	NHS Hull Clinical Commissioning Group Board
<b>Date of Meeting:</b>	22 February 2019
<b>Subject:</b>	Communications and Engagement Strategy 2019-2022
<b>Presented by:</b>	Sue Lee, Associate Director of Communications and Engagement
<b>Author:</b>	Sue Lee, Associate Director of Communications and Engagement

**STATUS OF THE REPORT:**

To approve	<input checked="" type="checkbox"/>	To endorse	<input type="checkbox"/>
To ratify	<input type="checkbox"/>	To discuss	<input type="checkbox"/>
To consider	<input type="checkbox"/>	For information	<input type="checkbox"/>
To note	<input type="checkbox"/>		

**PURPOSE OF REPORT:**

The purpose of this report is to present the Communications and Engagement Strategy 2019-2022.

**RECOMMENDATIONS:**

It is recommended that the Board:

- Approve the Communications and Engagement Strategy 2019-2022.

**REPORT EXEMPT FROM PUBLIC DISCLOSURE**      No       Yes

If yes, grounds for exemption  
(FOIA or DPA section reference)

**CCG STRATEGIC OBJECTIVE** (See guidance notes on page 4)

*Objective 4: Ensure that patient and public views contribute to the integrated commissioning process through a rolling programme of engagement.*

<b>IMPLICATIONS:</b> <i>(summary of key implications, including risks, associated with the paper),</i>	
Finance	Funded within current CCG financial plans
HR	Within current staff resources
Quality	No implications
Safety	No implications

**ENGAGEMENT:** *(Explain what engagement has taken place e.g. Partners, patients and the public prior to presenting the paper and the outcome of this)*

The Communications and Engagement Strategy provides a framework for all the CCG's communications and engagement activity. The following people have been involved in discussions prior to its presentation to Board: the Communications and Engagement Team and the Lay Member for Patient and Public Involvement. Much of the content has also been influenced by our conversations with the public, patients, our stakeholders and partners and our staff.

**LEGAL ISSUES:** *(Summarise key legal issues / legislation relevant to the report)*

None

**EQUALITY AND DIVERSITY ISSUES:** *(summary of impact, if any, of CCG's duty to promote equality and diversity based on Equality Impact Analysis (EIA). All reports relating to new services, changes to existing services or CCG strategies / policies must have a valid EIA and will not be received by the Committee if this is not appended to the report)*

	<b>Tick relevant box</b>
An Equality Impact Analysis/Assessment is not required for this report.	✓
An Equality Impact Analysis/Assessment has been completed and approved by the lead Director for Equality and Diversity. As a result of performing the analysis/assessment there are no actions arising from the analysis/assessment.	
An Equality Impact Analysis/Assessment has been completed and there are actions arising from the analysis/assessment and these are included in section xx in the enclosed report.	

**THE NHS CONSTITUTION:** *(How the report supports the NHS Constitution)*

This report demonstrate how the CCG supports several areas of the NHS Constitution including the following People's Rights:

*'Information to help them make choices about care.'*

*'Information to help them to be involved in discussion and decisions'*

*'Involvement in proposals for changes to services and the way services are operated'*

# COMMUNICATIONS AND ENGAGEMENT STRATEGY 2019 – 2022

## 1 INTRODUCTION

The purpose of this report is to present NHS Hull CCG's Communications and Engagement Strategy 2019-2022 for approval.

## 2 BACKGROUND

The CCG's previous Communications and Engagement Strategy was written in 2014, a year after the CCG was formed and it set out our ambitions for communication and engagement as the CCG started to establish itself as a local strategic leader. During this period the CCG has achieved much it can be proud of and has delivered on all the communication and engagement objectives that were set out in the original strategy.

## 3 INFORMATION

This refreshed strategy provides a framework for all our communication and engagement activities over the next three years. It sets out our overarching aims, our key objectives for communications and engagement, our approach to delivery and the principles we will work to. Within it a number of successful projects are highlighted and areas for focus and development outlined.

## 4 REPORTING ON ACTIVITY

This Communication and Engagement Strategy is supported by an annual Communications and Engagement Delivery Plan which sets out in more detail the specific activities that will enable the effective delivery the CCG's objectives.

Progress against the actions within the plan will be reported to the Planning and Commissioning Committee on a six monthly basis and the outcomes of specific engagement activity relating to service commissioning are included within service specifications and case for change documents also presented to the Planning and Commissioning Committee.

An annual report summarising communications and engagement activity is prepared and presented to Board for information.

## 5 RECOMMENDATION

It is recommended that the Board:

- a) Approve the Communications and Engagement Strategy.