



Providing NHS Services



CHA

Channel Health Alliance

Communication and Engagement Strategy

Internal and External

Our Staff, Our Partners, and The Public

The NHS belongs to the people...It touches our lives at times of basic human need, when care and compassion are what matter most.

The NHS Constitution

Mission Statement

This Communication and Engagement Strategy is the foundation of Channel Health Alliance's purpose and values. Our values state that, in everything we do, we will:

- ❖ Care - Helping people when they need us; treating people with compassion, dignity and respect; having pride in our work and our organisation.
- ❖ Clinical excellence - Giving our patients the best possible care; leading and sharing best clinical practice; using staff and patient feedback and experience to improve our care.
- ❖ Commitment - Setting high standards and delivering against them; supporting our staff to grow, develop and thrive; learning and growing to deliver continual improvement.

These aspirations will be achieved when underpinned by clear and honest communication and engagement at all levels, alongside the skills and knowledge of our staff

1.0 Introduction

1.1 Channel Health Alliance has a statutory duty to involve patients, communicate clearly with staff and engage with the public. Their voices must be heard, and their views considered as we continue to plan and conduct our everyday business.

1.2 Channel Health Alliance takes the delivery of good quality and safe services, very seriously and this strategy is an essential vehicle for driving quality improvement across the organisation, ensuring the support of our staff, our partners and users of our services.

1.3 Channel Health Alliance will nurture and develop system working, joint clinical service developments and an effective response in partnership to emergency situations.

1.4 This strategy sets out a number of key objectives that will be implemented to ensure that we have a motivated workforce, providing compassionate high quality safe care and that our staff and our patients' needs sit at the heart of any improvement programme.

2.0 Principles underpinning this communication and engagement strategy

2.1 In order to maintain the full support of our staff we will strive to:

- provide honest and clear internal communication
- maintain high staff morale
- help our staff to understand how positive communication helps themselves their patients and the organisation

- encourage staff to take the lead – to find and communicate possible service opportunities
- ensure staff believe in CHA as an excellent organisation to work for

2.2 We will ensure that the patients and the communities we serve are:

- at the heart of everything we do
- encouraged to proactively communicate, engage, and contribute to decisions that impact on patient care
- enabled to communicate and engage in a way which reflects the diverse needs of our communities
- supported to better understand and access the services we provide

2.3 Channel Health Alliance with the support of this strategy will:

- develop a culture which proactively builds collaborative relationships
- support and develop effective and meaningful involvement
- share good practice: through effective communication, learning from our staff and patients, listening, and valuing their contributions, and feeding back on the impact of involvement
- facilitate relationships with external partners including Integrated Care Boards (ICBs), Primary Care Networks (PCNs) Healthwatch and other local networks and engagement groups

3.0 Our commitment

Delivering excellent care and giving a positive patient experience demands motivated, proficient staff with the right values and behaviours coupled with appropriate knowledge, skills, and competences to deliver high quality care with compassion. Staff need to be well informed, motivated, and resilient with a high level of two-way communication skills to conduct a meaningful discussion about the holistic care our patients need. Therefore, we need to: -

3.1 ensure our patients, the public and our partners are well informed of who we are, our plans, the service we provide, and feel that they have a real input into decision making about services provided

3.2 work to ensure that equality and inclusion is embedded in the way we deliver any communication and engagement.

3.3 ensure our staff feel well informed, valued, and always supported and strive to provide care that is as good as it can be

3.4 ensure the local community, partnership systems and organisations have confidence in Channel Health Alliance as a provider of excellent care and an employer of choice.

4.0 Key objectives of this strategy

4.1 This strategy has four main objectives,

1. To maintain the full support of our staff at all levels
2. To maintain the respect and support from our clients, their families, and the local population
3. To maintain respect and cooperation from our partners and commissioner's belief in our services to increase our market share
4. That the Board of Directors can be assured by demonstrable evidence that care and services are being provided in total collaboration to ensure optimum design, quality, good governance, safety and efficiency.

Objective	Detail
1) Maintain the full support of staff at all levels	<ul style="list-style-type: none"> ❖ Share the key points of this strategy across the organisation ❖ Use effective two-way communication channels to enable staff to give and receive messages ❖ Communicate the findings of the Friends and Family Test to ensure staff fully understand patients' experience, what improvements need to be made and how they can be implemented ❖ Work together so all staff to identify shared objectives and align patient and public communication and engagement wherever possible ❖ Work with all staff to encourage patient feedback actively and effectively ❖ Develop staff communication methods which are easily received and understood
2) Maintain respect and support from clients their families and local people	<ul style="list-style-type: none"> ❖ Use of a trusted Translation services for Patients with Communication difficulties ❖ Effectively and sympathetically Engage with Patients and their families, as well as widely representative Participation groups, i.e. Health Watch. PCG, PCN engagement groups ❖ Publicise the ways in which Patients and the Public can inform CHA of their experience through the Friends and Families Test evaluation, local Patient groups and other networks ❖ Identify other opportunities for patients to be involved ❖ Use all opportunities to communicate externally using existing communication channels/vehicles
3) Maintain respect and cooperation from our partners	<ul style="list-style-type: none"> ❖ Improve our knowledge of Voluntary Community Sector organisations and attend networks to ensure local organisations receive information about our services

	<ul style="list-style-type: none"> ❖ Maintaining and strengthening links with all Practice PPG and PCN Groups and regular attendance at Locality Group meetings ❖ Use all opportunities to communicate externally using existing channels ❖ Work with ICB/PCN Colleagues to publicise services and gather feedback from the local population ❖ Be seen to react to public opinion and feedback
4) Maintain Board assurance	<ul style="list-style-type: none"> ❖ The Board will receive a monthly report that highlights any patient engagement and internal and external communication activities via the Quality Reports/ a regular communication report

4.2 How the objectives will be achieved

4.21 The table below summarises the objectives and how they will be achieved.

Meeting our statutory and regulatory obligations

- All staff are responsible for ensuring they receive communication from the organisation.
- All staff are responsible for good patient and public involvement across the organisation.
- All staff will have wide and varying roles in supporting the implementation of this strategy. However, there are several key roles whose contributions are pivotal to the successful implementation of this strategy.

The organisation's Medical Director, Lay member for Engagement and Head of Nursing & Quality will provide support and advice, where required, to implement activities. They will also provide regular progress reports to the Quality and Performance Committee and onward to the Board

Effective Communication and engagement internally and externally will be part of everyday business and it is anticipated that implementation of this strategy will be supported by relevant services within existing resources.