

Fit for the future

**Together we are caring for
tomorrow's NHS**

**A shared approach to involvement
and communications**

Fit for the future – one NHS story for change

Unified NHS narrative - create a single, consistent story explaining how the NHS is changing

Strategic approach - communications and involvement act as strategic drivers nurturing trust and confidence to enable the transformation of services

System alignment – everyone working to the same approach, message and goals

Clear and professional visuals - design using NHS branding and 'Fit for the future' identity



NHS



We all need to be engaging with our local communities



Finding out what matters to people when it comes to their health, wellbeing and healthcare services



This, alongside patient experience, should drive improvement and better quality services



There is both a public expectation and a 'duty' to involve, which has been further enhanced by the 10 year health plan



We need to be able to demonstrate how people have been involved when we are considering service change or developing a new service



Partnerships with our patients and communities are vital to develop people-centred services and improve health outcomes

And be able to demonstrate impact...



Is what our patients and the public telling us really embedded into our culture, governance structure, quality and improvement systems?



Are we making real effort to engage with those seldom heard groups?



Do we tell people how their input has made a difference to services, experience and outcomes?



We also strive to have strong relationships with our partners such as Health and Wellbeing Boards, Health Overview and Scrutiny Committees, MPs and councillors



However, there is not one collective story that can be discussed with staff, patients, the public and partners which would position why change is needed, promote the excellent work that is already happening and to help to position possible service change

Why this matters now...

- We cannot deliver future NHS change without public understanding and trust
- In the North East and North Cumbria we have:
 - a growing and ageing population
 - more people living with long-term and complex conditions
 - large and persistent health inequalities
 - high levels of smoking, obesity, poor oral health and alcohol-related harm
 - workforce pressures
 - financial pressures and the need to live within our means
- More care needs to move closer to home and into communities
- Change is already happening across the region

“This is about creating the conditions for change – not just communicating it”

The gap

We are doing a lot – but not telling one clear story

- Significant communications and engagement activities exist but are led individually and separately across organisations
- Activities lack alignment into a coherent system wide story which may cause confusion with patients, the public and stakeholders
- Without co-ordination, public trust and confidence reduces, understanding worsens and opportunities for community involvement are missed
- Aligning efforts into a single narrative strengthens engagement effectiveness and supports system-wide transformation

Our response

A joined-up approach to communications, engagement and insight

1) Shared narrative

A consistent story explains why change is happening and impact on staff, patients and local communities

2) Continuous community engagement

Ongoing dialogue with communities builds trust and involves them in shaping services over time

3) System-level insight – perception research

Collecting and analysing public feedback provides evidence to inform decisions



Risks if we do not act



Loss of public confidence and trust especially in service change environment



Failure to meet statutory duties



Fragmented messaging which could weaken a case for change



Weak evidence base which could results in poor decision making and lack of stakeholder support

The ask...

- To support a system-wide approach to a shared communications and involvement approach aligned to common principles, standards and planning
- Support shared insight and co-ordinated engagement activity, shared planning and insight
- Investment will be required but this will enable consistent, trusted and effective NHS change for our communities
- Support agreed governance so we can reduce duplication, improve reach, and ensure involvement is timely, meaningful and demonstrably influences decisions