

Trafford COVID-19 / Health and social care recovery locality plan: Communications and engagement strategy update

Tom Maloney – 3 September 2020
Trafford Public Engagement Board

Health and Social Care Recovery/Locality Plan: Communications and engagement strategy update

Co-designed with colleagues from Trafford Local Care Alliance and Trafford Partnership – meet monthly as part of health and social care communication and engagement steering group

Strategy covers:

- a) Trafford's response to Covid-19 and
- b) Longer term reform of health and social care in Trafford

Top level system-wide strategy for leaders – to build on integrated working

Positive feedback received – need to ensure clear and simple, with no jargon

Final draft to be shared with Local Care Alliance for support, on 10th September

Task and Finish Groups:

- a) Strategy – sense checking, clear and concise, risks and measuring success
- b) Covid-19 Virtual partners network – mechanism for Public Health Trafford and all partners to disseminate information quickly and efficiently to the people/communities of Trafford

Priority Campaigns: To be agreed but likely to include.....

- Covid-19 (Test and Trace, increase uptake of testing, outbreaks)
- Urgent and emergency care / 111 usage
- Flu
- Suicide prevention
- Better health (National campaign)

Draft Communications and Engagement Strategy for Health and Social Care (1 of 2)

Title from draft strategy	Our commitments
Working together as a system: Trafford Together	We will not work in isolation and always consider the wider determinants of health
Communications and engagement principles	We will place people and communities at the centre of everything we do
Resourcing the programme	We will work together to maximise the impact of communications and engagement and be supported in our own organisations to deliver this partnership approach
Governance	We will ensure all key forums receive regular updates regarding communications and engagement
Brand management	The communications and engagement steering group, through the LCA and our partners commit to developing a collectively owned brand for health and social care in Trafford
Developing key messages – Covid-19	We will cascade national messages; contribute to forming Greater Manchester messages and develop bespoke Trafford messages in the most accessible way for our audiences

Draft Communications and Engagement Strategy for health and social care (2 of 2)

Title from draft strategy	Our commitments
Materials and resources	We will ensure that partners and public are able to access the right information in the most accessible way
Campaigns	We will aim to develop five multi-agency campaign programmes, driven by the needs and wants of the Trafford population
Insight and engagement	Insight will be at the heart of all our planning and decision making
Promoting equality	We will plan to mitigate any inequalities in our communications and engagement approaches
Stakeholders	We will work with all our stakeholders and wider partners to plan together, maximise existing communications channels and communicate effectively with the people and communities of Trafford
Channels	We will identify and utilise a wide range of communications channels to communicate and engage with people, ensuring inclusivity.
Risks and mitigations	We will work together as partners to manage any risks that arise and where possible be proactive in our mitigation
Measuring success – monitoring and evaluation	We will collect the right information and intelligence consistently. We will continually challenge our partners to understand ‘Have we made a difference ?

Questions / Discussion

Have we the right headings?
Are the commitments right?
Is there any missing or should be removed?
Do we need something public facing?

