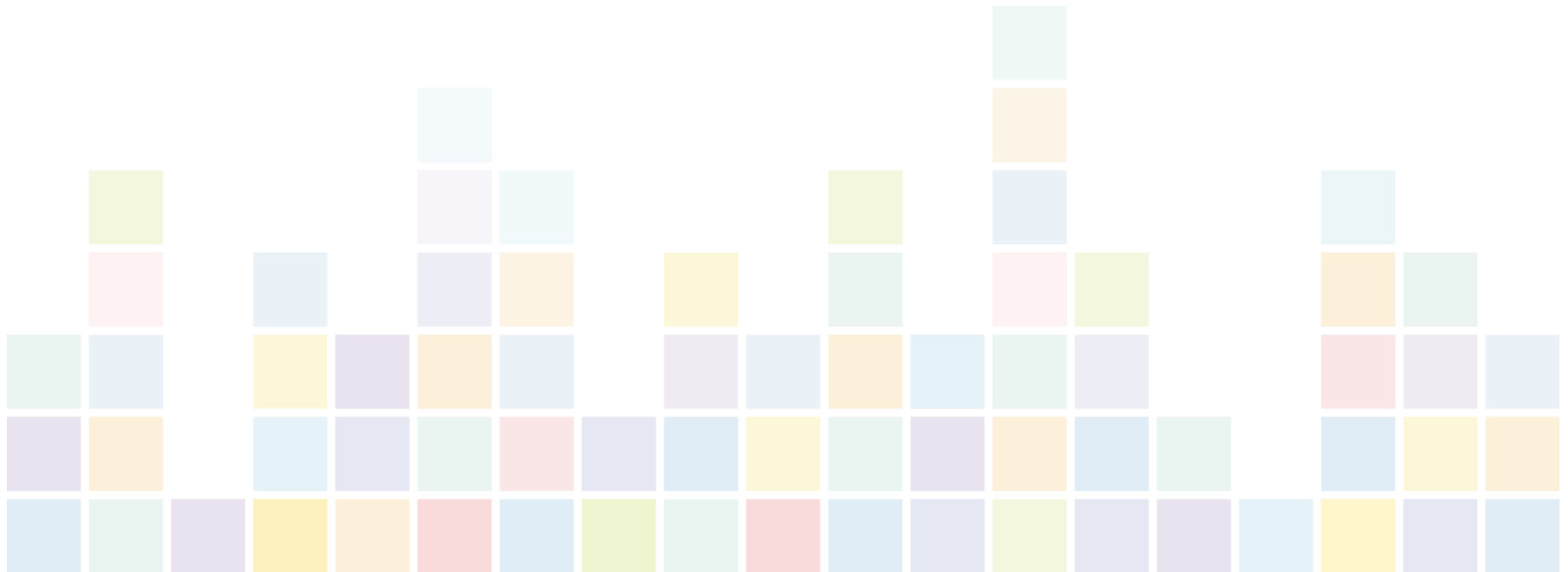


Communications and Engagement Plan for January – February 2019



Engagement

- Face to face engagement of overrepresented and underrepresented urgent care users, and those underrepresented in previous engagement and consultation.

Qualitative - targeted

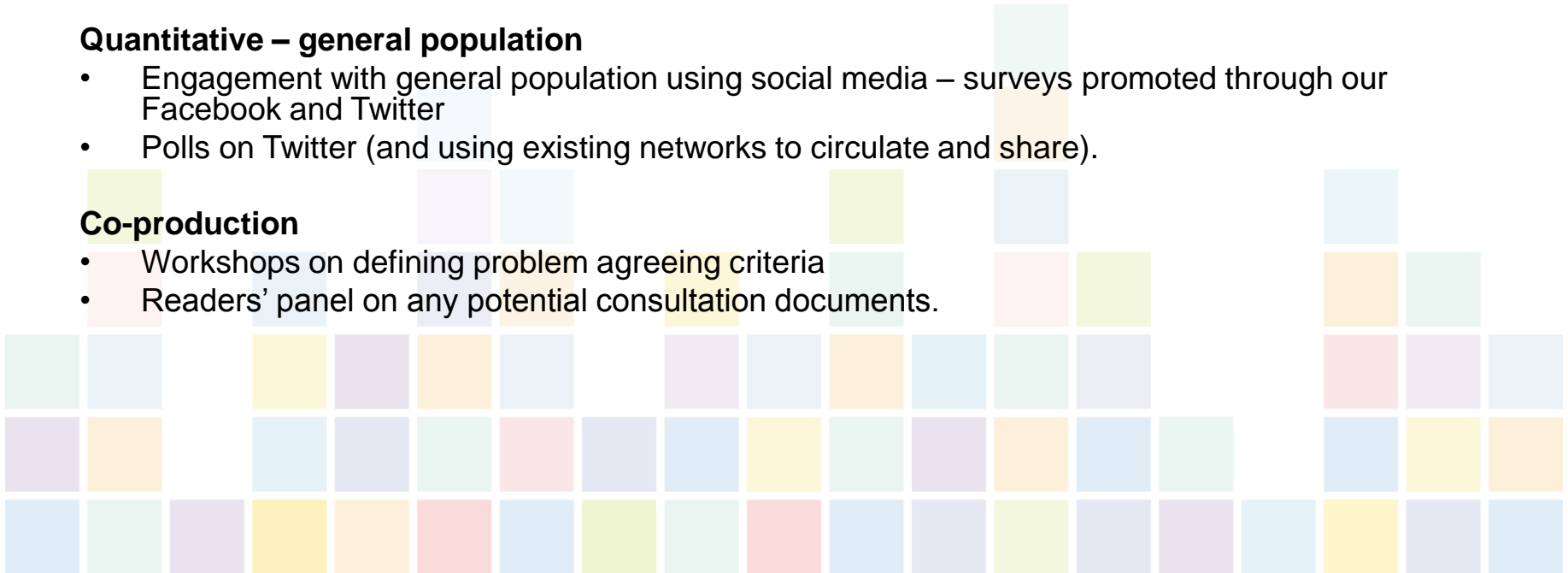
- Face to face engagement working with community groups and cross health working group.
- In-situ surveys with patients in walk in centre, minor injuries centre, A&E and the hubs.
- Alongside this we will engage people from groups we have already reached to give them an opportunity to share anything else via social media and Healthwatch Sheffield.

Quantitative – general population

- Engagement with general population using social media – surveys promoted through our Facebook and Twitter
- Polls on Twitter (and using existing networks to circulate and share).

Co-production

- Workshops on defining problem agreeing criteria
- Readers' panel on any potential consultation documents.



Communications

Targeted

- Sheffield Talking News (for sight impaired)
- BSL videos
- Special staff briefings
- VAS and Healthwatch publications and other community newsletters
- Practice patient forums and network
- Health equality hub representatives
- Partners key committees and boards

General population

- Animated videos on key messages
- Social media:
 - Facebook Live interviews
 - Q&A Twitter sessions
 - Twitter and Facebook polls
- Media:
 - Interviews
 - Roundtable discussions (GPs, CCG managers, A&E consultants, etc)
- Existing CCG corporate channels
- Locality councils
- Partners channels
- Blogs and vlogs

Public engagement

Community Group	Access routes	Reason
Community in Lowedges, Batemoor and Jordanthorpe	Terminus Initiative, Local Faith organisations, GP surgeries, Schools and nurseries, Tenants and Residents Association	Area of deprivation and geographically remote from NGH site, particularly on public transport. Limited engagement previously (11 responses during 2017 engagement, some feedback via Louise Haigh during consultation)
Communities in Stocksbridge and Outibridge	Community Forums, Library, community groups	Geographically remote from secondary care services and unique challenges regarding transport
Roma and Slovak Community, Traveller community	Darnall Wellbeing, LA team (DWB has established links with this community but as their reach is wider they will be able to engage with other communities such as Pakistani Community, people who live with respiratory conditions, and other LTCs, people with disabilities etc)	Information received during engagement in early 2017, unable to target this group during consultation due to lack of capacity at Darnall Wellbeing)
Pakistani Community	Pakistani Muslim Centre, Faithstar, Mosques, BME worker at the Carers Centre, Darnall Wellbeing	Information from A&E and MIU about usage
People who live with respiratory conditions	Breathe Easy groups, local British Lung Foundation networks, GP surgeries (perhaps targeted communication to patients in LBJ)	Information from A&E and MIU about usage
People who are likely to break /dislocate joints	Sports and leisure centre, Football academies, running clubs, other sports clubs Frail elderly	Information from A&E and MIU about usage
Deepend Practices	Contact with Deepend Practice team and overarching project group	Broad reach into areas of greater deprivation – keen to hear from communities beyond those being targeted specifically due to their geographic or demographic significance to this project

Public engagement

Community Group	Access routes	Reason
People with physical impairments and mobility challenges	Disability Sheffield Advocacy Service, The Centre For Independent Living, Accessible venues, Sheffield Carers Centre, Disability Information Service (DIALs)	Didn't distinguish between physical and learning disability or sensory impairment in previous consultation, nor people who live with mental health conditions - heard from 331 people via main consultation document, 161 via telephone survey control group (both 15% of total responses) and 432 in the specific postcode survey (41%)
People with learning disabilities	Community learning disabilities team,	
People with mental health conditions	Flourish, MIND, SunRise, Older adults mental health recovery team, Early intervention services,	
People living with sensory impairment	Deaf Advice Centre via Citizen's Advice Centre, Sheffield Talking News, Sheffield Royal Society for the Blind	
Homeless community	Homeless Health Service, Cathedral Archer Project, Nomad, Salvation Army, Ben's Centre, Devonshire Green	Different messages received between pre-consultation engagement and consultation (and from Nomad?)
Students	Student Access to Mental Health Support (SAMHs), University Student Union (Hallam and SU)	Continue the dialogue with students, due to the transient nature of demographic and due to high use of services
People with experience of substance misuse	Drink Wise, Age Well, AddAction, DACT, Change Grow Live,	Low numbers contributed to the consultation, pre-consultation engagement reached low numbers of people directly and concentrated on service staff feedback
Parents	Schools, Nurseries, Parent groups, Sheffield Parent Carer Forum, Local online forums	Continue to receive feedback from parents, particularly those using multiple services
Users of service at the Walk In Centre, Minor Injuries Unit, Adult A&E, Children's A&E	Offer Healthwatch the opportunity to undertake in-situ 1-2-1 interviews with patients and carers	To help meet the Healthwatch strategic objectives and update information collected and collated in 2015/16
General Public	Website, Twitter, Facebook etc	Offer general opportunity to have their say