

Communication and Engagement Strategy 2015 to 2020

May 2015



Introduction

At Kent Community Health NHS Foundation Trust we have more than three million contacts with patients every year:

- Making sure children to have a healthy start
- Supporting people to stay well and make healthy choices
- Helping people manage their health conditions
- Preventing crisis and caring for thousands of children and adults so they don't have to go into hospital
- Caring for people at the end of their life.

We provide 70 services and cover a population of more than 1.4million people across Kent and 600,000 in East Sussex and London. We employ nearly 5,500 staff including community nurses, health care assistants, therapists, doctors, dentists, health trainers and support staff.

NHS England published its Five Year Forward View in October 2014. It described three key challenges for us all:

- The importance of maintaining our own health and wellbeing
- The importance of maintaining and improving the quality of care
- The need to make the NHS affordable in the future

Our strategy reflects the Five Year Forward View and is closely aligned to our commissioners' plans for the NHS and social care which they have developed in partnership with the public. Our services are working more closely than ever before with other parts of the NHS, social care and the voluntary sector.

We know that people want to be more involved in their care, both as patients and in having a say in how services are run. We will increase the involvement of patients, carers, the public and the voluntary sector.

We will communicate and engage effectively with our staff so they are motivated and feel valued, can influence the future of their services and the direction of the Trust, and have the confidence, knowledge and skills to do their job.

Technology is changing the way our staff communicate and the way in which people interact with our services. We will make greater use of digital technology to market our services, for example through the use of apps, the web and social media.

This strategy supports our five year strategy, our commissioners' intentions and the needs of our communities and our staff.



Our Communications and Engagement Objectives 2015 to 2020

1. Helping people to stay well and independent, manage their conditions and reduce the demand on NHS services, by

- Delivering the 'making every contact count' strategy so that every opportunity is taken to give people the information and support they need, tailored to individuals
- Making sure that patient information is easily accessible, relevant and provided in a wide range of ways, including using new technology
- Promoting health and wellbeing services which prevent ill health and promote self-management and mental wellbeing
- Promoting alternatives to accident and emergency and other acute services, and the benefits of services in the community

2. Supporting more effective and co-ordinated care through integration, by

- Promoting examples of integrated working and the value of community services with our partners
- Communicating and engaging in partnership with other NHS, public and voluntary sector organisations to benefit patients and carers
- Ensuring patients and their families and carers are sign-posted to support and services provided by voluntary and community sector organisations

3. Acting on patient experience and public feedback to improve services, by

- Increasing the opportunities for people to influence and design services with us, with involvement of our governors and members
- Supporting services to learn and make positive changes as a result of feedback and telling people what we have done
- Involving our public and staff members in order to continuously improve



4. Ensuring our patients know how to get in touch with us and access our services, by

- Continuing to develop our public website
- Working with our services and the voluntary sector to reach communities that we find harder to reach, in order to improve their access to services and reduce health inequalities
- Promoting the support available from the Customer Care Team

5. Creating a culture which attracts and keeps talented staff, develops leaders and improves morale, by

- Delivering the Trust's cultural strategy to increase engagement with staff and promote the benefits of working for KCHFT
- Delivering the Trust's recruitment strategy to recruit, retain and develop staff
- Celebrating staff achievements

6. Continuing to build our reputation with our stakeholders and the public and keeping and increasing our share of a competitive marketplace, by

- Promoting a culture of safety and high quality care
- Increasing the reach of our stakeholder communications
- Building the identity of KCHFT
- Protecting the reputation of KCHFT through the media
- Supporting the commercial strategy to retain and grow our business by proving our worth



Our methods of Communication and Engagement

Staff

- Team meetings
- Staff engagement sessions
- Senior managers conferences
- Community Health magazine
- Hos and EADs four times a year
- Core brief
- One to ones
- Appraisals
- Induction
- Exit interviews
- Intranet
- Weekly bulletin
- YOU magazine
- Films
- Social media
- Screensavers
- Quality and safety walkabouts
- Quality forums
- Away days
- Conferences
- Events
- Consultations
- REACH staff awards
- Herograms
- Customer care charter awards
- Long-service awards

Patients and the public

- Patient Engagement Network
- Outreach
- Patient and public representation on groups and panels
- Public events and meetings
- Annual meeting
- Patient led assessments of care environments (PLACE)
- Focus groups
- Surveys and consultations
- County Show
- Patient information leaflets
- Community Health magazine
- Kent Community Health NHS Foundation Trust website
- Websites such as NHS Choices
- Media
- Social media
- Marketing campaigns
- Films
- Annual Report
- Quality Report
- Customer care charter

Stakeholders

- 1:1 and 2:2 meetings with the Chief Executive and Chairman
- Performance meetings
- Voluntary sector steering group
- Public engagement events
- Annual Meeting
- Annual Report
- Quality Report
- E-bulletin
- Marketing brochures
- Community Health magazine
- Films
- Social media
- Kent Community Health NHS Foundation Trust website

Volunteers

- Patient Engagement Network
- Newsletters
- Meetings
- Local inductions
- Training
- REACH staff awards

Members and Governors

- Patient Engagement Network
- Meet your governor events
- Membership welcome pack
- Newsletters
- Involvement opportunities
- Focus groups
- Annual Meeting
- Events
- Surveys
- Community Health magazine
- Email
- Kent Community Health NHS Foundation Trust website
- Social media
- Films
- Media



Appendix 1: Understanding the local health landscape

We took into consideration our strengths and weaknesses and the opportunities and challenges; as well as the political, economic, social and technological factors that impact on our Trust. Understanding these factors has helped shape the way we communicate and engage.

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • GOOD rating from the Care Quality Commission • Large public membership • Governors • Embedded communication and engagement methods • Integration models • Caring and compassionate workforce • High patient satisfaction • Growing our business • Leadership • Productivity 	<ul style="list-style-type: none"> • Effect of change on staff morale • Commercial awareness of NHS staff • Staff fail to recognise success • Disparate workforce • Not all staff understand vision and values • Geography 	<ul style="list-style-type: none"> • Foundation Trust/brand recognition • Recruiting talent • Resource shift to community • Efficiencies leading to innovation • Development of strategic business units • Income generation to create new services • Developing commercial awareness • Developing managers/leaders • New technology and community information systems • Move to 24/7 services 	<ul style="list-style-type: none"> • Disengagement of governors • Staff retention • Sickness absence • Competition • Media • Economy • Financial gap to meet demand • IT • Spread of services • Disengagement of staff • NHS changes

Political	Economic	Social	Technological
<ul style="list-style-type: none"> • Change of government plans • Need to move to 24/7 services • Local government changes • Monitor • Care Quality Commission (CQC) • Healthwatch • Health and Wellbeing Boards • Health Overview and Scrutiny Committee 	<ul style="list-style-type: none"> • Continued savings targets • Competition • Change in commissioning intentions • Impact of austerity on public health 	<ul style="list-style-type: none"> • Rise in demand • Ageing population • Dementia • Increased diversity of population • Health inequalities • Areas of deprivation/fragmentation • Lifestyle choices • Increased expectations of involvement 	<ul style="list-style-type: none"> • Social media • Telehealth • Use of technology to provide patient feedback instantly • Patients expectations, for example booking appointments via an app



Demographic data

There is a wealth of detailed demographic data available to inform the way we communicate and engage with local communities. This information is available by district and used to provide targeted forms of communication and marketing and to ensure we have a membership which reflects the characteristics of the local population. In addition we continue to identify and build relationships with community and special interest groups that are in contact with and represent our diverse communities.

Evaluating our work

We will continue to test the effectiveness of our communication and engagement methods to ensure that they are meaningful, evidenced-based and meet the needs of our staff, community, stakeholders and commissioners.

We will continue to seek feedback from the people we are trying to reach and we will use the increasing advances in electronic data to monitor the use and effectiveness of new technology.

We will keep all of our communication and engagement methods under review and adapt and update them accordingly.

We will use the following evaluation methods:

External	Internal
People actively involved in shaping our services Attendance at events Evaluation of our marketing campaigns Patient feedback Reach of printed communications Evaluation of Community Health Magazine Analytics to monitor use of digital communications	Staff FFT, staff survey and pulse surveys Recognition and involvement in initiatives Attendance at events Take up of the “staff offer” Increased engagement through new intranet Evaluation of new intranet Analytics to monitor use of digital communications

