Good Practice Guide Appendices Appendix 22

Communication and Engagement

Communication and engagement is crucial in ensuring the successful implementation of transformational change by clusters. It helps you to build a compelling vision and strategy that reflects the needs, aspirations and strengths of service users, staff and wider stakeholders. It helps you to deliver that strategy because your service users, staff and wider stakeholders understand who you are, they recognise your strategy as meaningful to them, and they understand their role in delivering it.

It also supports the delivery of Recommendation 4 of the Parliamentary Review of Health and Social Care – Putting The People In Control – which states:

"Wales must be a listening nation not just by paying full regard to citizens' experiences of health and care but actively seeking out diverse views and experiences. This empowerment is necessary to accelerate change and improve quality. This does not just mean those easiest to contact and receive responses from, but all groups of citizens, including children and young people, older people, ethnic minorities, and those in disadvantaged communities or living in isolated locations.

"One aspect is information – Welsh citizens should be health literate, so that they are able to take appropriate responsibility for their own wellbeing, and make informed choices as to their care, which is fundamental to co-production and prudent health care. Another aspect is encouraging and supporting the citizens of Wales to be active in guiding the transformation of health and care in Wales, in particular in designing new models locally."

Clusters should therefore put in place:

- **Cluster communication and engagement principles** that will underpin the work of the cluster
- A **cluster communications and engagement strategy** that describes the cluster's communication and engagement principles and goals, your stakeholders and audiences, the channels and approaches used to communicate and engage with them, responsibilities for making his happen, how success will be measured, risks to delivery, and goals for continuous improvement in communication and engagement
- **A cluster communications and engagement delivery plan or plans** – these are the more detailed plans that will help you achieve your cluster objectives and goals (including Objectives, Audience, Strategy, Implementation and Scoring/Evaluation (OASIS))