Good Practice Guide Appendices Appendix 30

Defining What Success Looks Like – Communication and Engagement

In the sections above you have confirmed your cluster principles, identified your goals, described your stakeholders, and considered the channels you can use to engage and communicate with them.

The next step in developing your cluster communication and engagement strategy is to make it happen by clarifying who will do what, by when, and how you will know if you have done it, e.g.

Goal	Audience	Channel/Approach	Responsibility	Monitoring
Build relationships between the cluster and its staff and membership using appropriate engagement and communication methods	Cluster staff and members	Monthly email bulletin to all staff and members sharing cluster news and developments	[named responsibility]	Bulletin issued 12 times each year Annual user survey
Raise the profile of the cluster and its role, and how stakeholders can engage with and influence the cluster	All	Establish web page on Health Board website to provide core information about the cluster and how people can get involved	[named responsibility]	Reviewed quarterly Monitor contacts made through website

| Establish and maintain effective two-way engagement and communication channels with all stakeholders | Health and Care System

Wider Stakeholders | Establish database of "champions" to work with the cluster to share information and bring feedback and insight | [named responsibility] | Databased in place and refreshed quarterly

Quarterly champions events |
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Understanding Risk

It is good practice in the development of any strategy to identify the key risks to the delivery of the strategy. For example:

- Have you identified communications mechanisms and processes that rely on key individuals such that the activity will not take place if they are not available?
- Are you able to allocate the necessary resource to ensure that statutory and mandatory requirements are met?

Your approach to managing risk in relation to communication and engagement will evolve over time.

Continuous Improvement in Communication and Engagement

Ensuring that comments, information requests, advice and any feedback from the public and service users are considered and used to inform cluster developments will be vital to the success of the cluster.

Alongside this, you should use feedback from your local engagement to ensure that communication tools are adapted to meet the needs and answer the queries of specific audiences. For example, an annual or twice-yearly stakeholder audit can help you understand whether you are meeting your communication and engagement goals.