

Good Practice Guide Appendices Appendix 25

Communication and Engagement Goals

The strategy will describe high level goals or objectives. These should reflect local ambitions as well as national standards and requirements. Examples of goals for inclusion in your strategy are set out in Box 20.

Box 20 Goals for Cluster Communication and Engagement Strategy

- Establish and maintain effective mechanisms for service user, carer and public involvement in cluster decision-making, priority-setting and service redesign processes
- Establish and maintain effective two-way engagement and communication channels with all stakeholders
- Raise the profile of the cluster and its role, and how stakeholders can engage with and influence the cluster
- Actively improve the reputation of the cluster and the wider health and care system, supporting the spread of innovation and ensuring that crises are managed effectively
- Provide service users, carers and the public with information using appropriate methods
- Build relationships between the cluster and its staff and membership using appropriate engagement and communication methods
- Ensure effective systems and processes to meet statutory requirements in relation to communication and engagement

Stakeholders and Audiences

In your strategy you will define your stakeholders and audiences. These will include:

- Service users, carers and the public
- Cluster staff
- The local health and care system
- Wider stakeholders

Over time, you will work with stakeholders and audiences in order to describe them (and how you will communicate and engage with them) to an increasingly specific and granular level – for example, by neighbourhood, equality characteristic, professional role, or organisational sector – and this will increasingly be reflected in your cluster communication and engagement strategy.