

## Good Practice Guide Appendices Appendix 26

### **Communication and Engagement Channels and Approaches**

In your strategy you will set out the channels and approaches used to communicate and engage with your stakeholders and audiences. Some general examples are set out in Box 21, with more specific detail for different audiences described in Sections 12.6 to 12.9 below.

Over time, you will work with stakeholders to understand their preferred channels and approaches, and this will increasingly be reflected in your cluster communication and engagement strategy.

#### **Box 21    Examples of Cluster Communication and Engagement Channels and Approaches**

- Focus groups
- Questionnaires and surveys
- Patient, citizen, staff or stakeholder representatives in key groups or programmes
- Staff forums
- Social media channels
- Syndicated news to health board, local authority or other local organisations' websites and channels
- Intranet Q&A Forums
- Blogs
- Face to face presentations
- One to ones with influential people
- Breaking news emails to all staff updating as things happen
- Briefings
- Newsletters
- Corporate promotional materials
- Key strategic group meetings
- Targeted communication/engagement activities for specific issues or developments
- Cymraeg/English bilingual materials that ensure an "active offer"