

## Provisioning Strategy Project Communications Plan

### Communication Aims

The primary aims of the communications strategy are to:

- Drive awareness of the provisioning engagement project
- Effectively communicate the different stages of the engagement process
- Promote opportunities and actively encourage participation from stakeholder groups at each stage of the engagement process
- Provide transparent reporting and feedback on each stage of the development

### Target Audience

The provisioning project aims to rethink the way in which ELHSCP delivers older people’s services across East Lothian. ELHSCP want to work with the communities and people of East Lothian, to identify what changes we need to make and how we should make them.

The communication campaign aims to reach a wide, inclusive, adult audience aged 40+ living in East Lothian. This is to include people living in both the towns and rural areas of the local authority area across all SIMD quintile areas.

The project team will ensure that engagement activities includes capturing the views of individuals with protected characteristics; disabilities, ethnic minority groups, faith groups, and LGBTQ+.

The project team also want to hear from people with lived experience, carers, staff currently delivering older people’s care services and representatives from professional organisations, including GPs, third sector and community groups providing services for older people.

A stakeholder mapping exercise, has identified key target groups which the project team wish to engage with. These have been segmented into a stakeholder power / interest matrix as detailed below. Further explanation and details of the stakeholder mapping process is detailed within the [Provisioning Project Engagement Strategy](#).



## Communication Plan

The communication campaign falls into four key components, each with its own objectives, and marketing / communication methods.

### Project launch

Aims:

- Drive awareness of the provisioning engagement project
- Effectively communicate the different stages of the engagement process
- Promote and actively encourage opportunities for stakeholder groups to get involved at each stage of the engagement process

Key messages:

- East Lothian’s population is ageing.
- ELHSCP wants to work with residents and communities to identify what, where and how older people’s services should be provided in East Lothian.
- This is your opportunity to be part of the conversation, to have a voice, and help co-design the future provision of health and care services. Services which will be in place to support either yourself, your friends, parents or your grandparents in older age.

Media:

Media	Purpose	Considerations
Email	<ul style="list-style-type: none"> <li>• Send invitations to key stakeholder groups about engagement events</li> </ul>	<ul style="list-style-type: none"> <li>• GDPR: verifying email permissions</li> <li>• GDPR: ensure no private email addresses are shared publically</li> <li>• Accessibility: consideration given to format of emails</li> </ul>
Webpage	<ul style="list-style-type: none"> <li>• Dedicated webpage with url: <a href="http://eastlothian.gov.uk/elhscp/pops">eastlothian.gov.uk/elhscp/pops</a></li> <li>• Content provides background to provisioning project</li> <li>• Key stages of engagement process</li> <li>• Case for change</li> <li>• Opportunities for people to get involved</li> <li>• All background documentation for further reading</li> </ul>	<ul style="list-style-type: none"> <li>• Accessibility – the way in which members of the public will access the page and navigate through its content – using alt text on images, translation tools and speech-readers through ‘Recite-me’ application within website</li> <li>• Any PDFs uploaded to website are formatted for easy speech read</li> <li>• Have opportunity for information from webpage to be downloaded and printed for those without access to internet</li> </ul>
Press Release	<ul style="list-style-type: none"> <li>• Issue press release to announce launch of provisioning engagement project               <ul style="list-style-type: none"> <li>○ Outline case for change</li> <li>○ Key challenges</li> <li>○ Engagement process</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Issue to local press and radio stations</li> <li>• Direct to website</li> </ul>

	○ How people can get involved	
Email	<ul style="list-style-type: none"> <li>• Provide briefing document outlining aims, objectives, stages of engagement project, and opportunity to engage to all ELHSCP staff, Council Elected Members, NHS and ELC officials</li> </ul>	<ul style="list-style-type: none"> <li>• Direct to webpage for further information</li> </ul>
Social Media	<ul style="list-style-type: none"> <li>• Utilising existing ELHSCP social media channels to drive awareness of engagement project, what it aims to achieve and how people can get involved</li> <li>• Facebook / Twitter / LinkedIn</li> </ul>	<ul style="list-style-type: none"> <li>• Consider different platform audiences and appropriate messages</li> <li>• Utilise images, visuals, video to provide clear messaging</li> <li>• Provide direct call to action which can be tracked and evaluated</li> <li>• In all platform exchanges, abide by social media policy issued by ELC. Ensuring that the brand communication standards are upheld at all times, and are in line with organisation values.</li> <li>• Do not directly engage with any negative comments publically. Move the conversation offline, where a personalised response can be provided in line with ELHSCP customer complaints procedure.</li> </ul>
Printed materials	<ul style="list-style-type: none"> <li>• Development promotional posters regarding provision project</li> <li>• Circulate around community facilities across East Lothian</li> </ul>	<ul style="list-style-type: none"> <li>• Include QR code to direct to website for further information</li> </ul>

## Promotion of engagement opportunities

For events that are organised by ELHSCP, the following activities will be undertaken.

Aims:

- Drive awareness engagement opportunities
- Encourage participation, attendance, and/or completion of surveys

Media	Purpose	Considerations
Email	<ul style="list-style-type: none"> <li>• Invitation to ELHSCP organised event</li> </ul>	To registered stakeholder lists detailing day, time, venue, disability access. Focus on scope of discussion at this event
Email	<ul style="list-style-type: none"> <li>• Confirmation of attendance at community council / established group / meetings</li> </ul>	Confirmation of who will attend from ELHSCP. How long the team will have to present and engage participants in discussion

Press Release	<ul style="list-style-type: none"> <li>Publicising public engagement events</li> </ul>	Detailing day, time, venue, disability access. Focus on scope of discussion at this event
Website	<ul style="list-style-type: none"> <li>Full listing of all upcoming events and how to register / confirm attendance</li> </ul>	Detailing day, time, venue, disability access. Focus on scope of discussion at this event
Social Media	<ul style="list-style-type: none"> <li>Facebook event listings – all public events</li> </ul>	Detailing day, time, venue, disability access. Focus on scope of discussion at this event
Advertising	<ul style="list-style-type: none"> <li>For larger public events, identify advertising spend in local press / radio to promote event and encourage attendance</li> </ul>	Budget available, appropriate media / content to attract target audience

#### Distribution of survey

Survey	<ul style="list-style-type: none"> <li>Online and paper survey to collect ideas, suggestion and feedback</li> </ul>	Ensure sufficient background information is provided for participants to understand case for change and wider influencing factors. Ensure questions are easy to understand, unambiguous and will provide qualitative feedback for the project.
Social Media	<ul style="list-style-type: none"> <li>Promotion of the online survey with direct link to access</li> </ul>	
Email	<ul style="list-style-type: none"> <li>Distribution of survey link to key stakeholder groups to pass onto users / group members</li> </ul>	Provide covering background summary, to provide ease of distribution for stakeholders.
Printed Materials	<ul style="list-style-type: none"> <li>Creation of pull-up banners</li> </ul>	To be distributed around the county at key public locations, detailing a QR code to provide a direct link to online survey  Printed copies of the survey to be available at these locations.

#### Engagement event materials

At each of the engagement events, either those organised by ELHSCP or while as part of a community group's meeting agenda, a variety of communication materials will be prepared to

present the project to participants, and outline how ELHSCP wish to co-produce options for delivering older people’s services in the future.

Aims:

- To provide clear guidance to the background situation, influencing factors and what we are asking participants to feedback on
- Provide clear explanation of the engagement process, and how their suggestions will be put forward for further consideration

Media	Purpose	Considerations
Presentation	<ul style="list-style-type: none"> <li>• Overview of the engagement project, case for change, current findings, influencing factors, challenge statements</li> </ul>	<ul style="list-style-type: none"> <li>• Provide hand-outs / briefing paper to participants</li> <li>• Provide ‘feedback form’ – or alternative means for individuals / groups to feedback any suggestions they have following the session.</li> </ul>
Presentation Notes	<ul style="list-style-type: none"> <li>• Provide engagement project overview               <ul style="list-style-type: none"> <li>○ Case for change</li> <li>○ Summary of challenge statements and influencing factors</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Language and presentation in accessible formats</li> </ul>
Feedback collection	<ul style="list-style-type: none"> <li>• Effectively gather and collate participant feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Format that is easy for completion whilst providing qualitative feedback</li> </ul>

### Feedback cycles and community updates

Following each stage of the engagement process, the following activities will be undertaken to share the findings with key stakeholders.

Aims:

- Provide a transparent reporting and feedback mechanism
- Offer thanks for the contributions received from participants
- Provide summary of the feedback collated, how this has been analysed, explanation of the criteria assessment, why certain options have been taken forward to the next stage, reason why some suggestions have not met criteria.
- What the next stages are, and how people can contribute

Media	Purpose	Considerations
Report	<ul style="list-style-type: none"> <li>• Written report providing a summary of findings so far, and the actions / next steps that will follow.</li> </ul>	<ul style="list-style-type: none"> <li>• Language and presentation in accessible formats, with mixture of images / diagrams / info-graphics</li> </ul>

Email	<ul style="list-style-type: none"> <li>• Circulation of progress 'newsletter' with key findings of the report, and link to read full report.</li> <li>• At specific points outline how next stage will be progressed. E.g. what hurdle criteria is, and how it will be assessed</li> </ul>	<ul style="list-style-type: none"> <li>• Send to: <ul style="list-style-type: none"> <li>○ Participants at the event / event organisers</li> <li>○ Key stakeholder groups</li> <li>○ IJB Members</li> <li>○ Elected Council Members</li> <li>○ ELHSCP staff</li> </ul> </li> </ul>
Website	<ul style="list-style-type: none"> <li>• Publication of each key stage report (PDF)</li> <li>• Summary overview</li> <li>• Outline next stages</li> </ul>	
Social Media	<ul style="list-style-type: none"> <li>• Provide links to website and reports of findings of stages</li> </ul>	<ul style="list-style-type: none"> <li>• Keep public aware of progress and next stages</li> </ul>

### Key feedback dates

ELHSCP Strategic Planning Group	IJB Updates	Stakeholder / Community Updates
SPG meeting dates: <ul style="list-style-type: none"> <li>• 23 Aug 2023</li> <li>• 5 Oct 2023</li> <li>• 23 Nov 2023</li> <li>• 2 May 2023</li> <li>• 6 June 2023</li> <li>• final report estimated Sept / Oct 2024</li> </ul>	IJB meetings dates: <ul style="list-style-type: none"> <li>• 21 Sept 2023 (engagement session)</li> <li>• 14 Dec 2023</li> <li>• 23 May 2024</li> <li>• final report estimated Sept / Oct 2024</li> </ul>	Following: <ul style="list-style-type: none"> <li>• initial round of engagement in December / January;</li> <li>• options appraisal exercise in March / April 2024</li> <li>• second round of engagement in June 2024</li> <li>• final report estimated Sept / Oct 2024</li> </ul>

### Final report publication

At the completion of the engagement process, and final outcome decision has been agreed, a final round of communication activity will be undertaken.

Aims:

- Thank everyone for their contribution
- Provide summary of the project in its entirety
- Explain the stages of engagement and option selection
- Provide rationale for the final decisions taken
- Explain what the next stage is

Media	Purpose	Considerations
Report	<ul style="list-style-type: none"> <li>• Final written report</li> </ul>	<ul style="list-style-type: none"> <li>• Summary version to be developed as well</li> </ul>
Website	<ul style="list-style-type: none"> <li>• Conclude project and direct public to final report &amp; summary</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure all documents are available and accessible</li> </ul>
Email	<ul style="list-style-type: none"> <li>• Provide final 'newsletter' with links to final report and summary of outcome</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure distribution to: <ul style="list-style-type: none"> <li>○ Participants at the event / event organisers</li> <li>○ Key stakeholder groups</li> <li>○ IJB Members</li> <li>○ Elected Council Members</li> <li>○ ELHSCP staff</li> </ul> </li> </ul>
Press Release	<ul style="list-style-type: none"> <li>• Overview of project, engagement activities undertaken, review of process and the final outcome</li> </ul>	<ul style="list-style-type: none"> <li>• Link back to webpage for further information</li> </ul>
Social Media	<ul style="list-style-type: none"> <li>• Summary of outcomes and link back to final report</li> </ul>	<ul style="list-style-type: none"> <li>• Link back to webpage for further information</li> </ul>