

## **Transformation Programme**

### **Communications and Engagement Update to the Transformation Board 15 December 2015**

#### **1. Oxfordshire Storyboard and messaging**

We are ensuring that the storyboard is on the agenda for key meetings, as per the October engagement approach paper and that gaps are filled. We are also making sure that a general message about transformation is included in key briefings and bulletins e.g. the recent CCG stakeholder briefing.

The CCG comms and engagement team is pulling together publication dates for all key comms newsletters and briefings so that we can ensure regular updates on transformation are included.

#### **2. Internal Comms**

We are further developing a narrative and FAQ sheet which partner organisations can use with staff. Colleagues at OUH are working with the leadership team to keep including messages about transformation in staff briefings and meetings.

The Oxford Health team has plans to include information on transformation in its Insight magazine and also ensuring messages about transformation are included in operational cascades.

#### **3. Workforce Work Stream**

It would be very helpful if my comms colleagues from OH and OUH could work closely with the work stream lead and **ask the Transformation Board to consider this request.**

#### **4. Collaborative working across organisations**

I have met with my communications colleagues at OUH and OH. I have also joined the Oxon comms and engagement leads group so that together we can discuss transformation – next meeting on 22<sup>nd</sup> December.

#### **5. Care Closer to Home Patient and Public Advisory Group**

I have been working with Rosie Rowe to develop the previous Primary Care Patient Advisory Group into a Care Closer to Home Advisory Group. The chair of the group is supporting – our first meeting to discuss this with members of the group is on 7<sup>th</sup> January.

#### **6. Care Closer to Home Engagement**

I welcome the paper on the strategy and would ask that this includes an accompanying comms and engagement plan that pulls in all the strands, including Didcot and Bicester.

## **7. Didcot**

We have had media interest from BBC South in plans for Didcot, this has been postponed until the New Year. It has brought to the fore questions about the feedback received from the engagement exercise and questions about next steps and decision making process.

## **8. Bicester healthy towns**

Opportunities to engage with people around some of the positive health developments are being explored and developed – we are looking at how to get very early involvement and engagement in plans for outpatients

## **9. Lay involvement in the Transformation Board**

It would be very helpful for the Transformation Board to consider lay representation within the Board's membership – possibly also a representative of the voluntary sector as key service providers.

## **10. Media Training**

NHS England is funding two places for CCG clinical leads to attend media training which will take place in January/early February.

## **11. Key Messages from Today's Board**

*Please could I ask that the Board agrees its key messages from the meeting so that I can take forward an internal transformation update?*