

NHS 24 Communications and Engagement Delivery Plan 2020 - 2021

This plan sets out how the Corporate Communications Team will provide communications and engagement support across all key areas in line with NHS 24's Strategy and the delivery of our corporate objectives for 2020-2021.



Activity is on target and progressing according to plan.



Activity is likely to be delayed, or to be altered.



Activity is unlikely to be completed or will be subject to delays and subsequent impact on delivery.



NHS 24 Strategic Objective: Continuous development and delivery of high quality accessible, safe SERVICES

Team Objective	Deliverable	RAG	Update
<p>Develop and deliver effective multi-channel messaging to signpost the public to NHS 24's range of services during the progress of the Covid-19 pandemic response.</p>	<p>To increase awareness and trust in NHS 24 and its range of services.</p> <p>To support frontline services with demand management communications.</p> <p>To promote NHS 24's online services in a digital first approach to support sustainable system reform.</p> <p>To liaise and collaborate with cross sectorial colleagues in pandemic response.</p>		
<p>Provide effective and engaging social media channels to promote awareness of NHS 24 services and engage the public and stakeholders.</p>	<p>Create compelling and innovative content for a range of platforms.</p> <p>Manage engagement with the public through organisational platforms in and out of hours.</p> <p>Utilise audio-visual capacity to support and signpost to our services</p> <p>Support national campaigns through use of NHS 24 social media platforms where appropriate</p>		

Team Objective	Deliverable	RAG	Update
<p>Lead communications work stream for Respond, Recover, Renew programme.</p>	<p>Ensure clarity of NHS 24 role and range of services is delivered to public and stakeholders through communications and engagement programmes.</p>		
<p>Develop and deliver effective and accessible communications to support increasing use of services in targeted SE groups.</p>	<p>To increase usage across all SE groups but with a focus on 55+ and other hard-to-reach groups to be identified through engagement work and research.</p>		
<p>Manage media relations, both proactive and reactive with ongoing media monitoring.</p>	<p>To provide a professional newsroom function, responding to enquiries in a professional and timely manner.</p> <p>To protect and enhance NHS 24's reputation.</p> <p>To promote NHS 24 services with regular and proactive media relations.</p>		

Team Objective	Deliverable	RAG	Update
<p>Communications and engagement activity to support NHS 24's suite of mental health services:</p> <ul style="list-style-type: none"> • Breathing Space • Living Life • Mental Health Hub • NHS Inform MH content 	<p>To increase awareness of MH services at time of need as well as signposting to information enabling people to look after their own mental health.</p> <p>Launch and deliver the Together Let's Care for your Mental Health campaign, assuring targeted engagement with, and bespoke messaging to the diverse communities of Scotland with mental health needs.</p> <p>Develop and extend a programme of stakeholder communications across the broad spectrum of health & social care networks, third & independent sector partners to promote, engage and inform on our range of mental health services.</p> <p>Support the key priority areas for Breathing Space including:</p> <ul style="list-style-type: none"> • young people • hard-to-reach groups • sport & mental health activity • Breathing Space Bench Project • regional engagement work 		
<p>Deliver health marketing and communications, supporting the Covid response in addition to seasonal health campaigns on behalf of NHS 24 and NHS Scotland.</p>	<p>Increase health preparedness activity amongst target audience.</p> <p>Support services at peak holiday periods (particularly Winter and Easter)</p> <p>Commission independent effectiveness evaluation of campaigns where appropriate using a sample proportionate to the population of Scotland.</p> <p>Use results of evaluation to inform future campaign activity.</p>		

Team Objective	Deliverable	RAG	Update
<p>Commission and manage outputs of qualitative and quantitative research into awareness, perception and trust in NHS 24 services</p>	<p>To gauge consumer and stakeholder insights into perception of the brand and services delivered by NHS 24.</p> <p>To inform future developments and communication and engagement activity.</p>		
<p>Develop and deliver effective public affairs support for the organisation including:</p> <ul style="list-style-type: none"> • Political engagement • PQ responses • Ministerial briefings • Visits to NHS 24 centres 	<p>Provide design and communications support for an annual review including:</p> <ul style="list-style-type: none"> • At A Glance guide • Video content • AV/Social media support • Media relations 		

NHS 24 Strategic Objective: Making a valued contribution to sustainable WHOLE HEALTH & CARE SYSTEM REFORM

Team Objective	Deliverable	RAG	Update
<p>Lead communications and engagement activity for the national board collaborative, offering strategic advice and guidance, including proposed national engagement activity on new models of care.</p>	<p>To improve awareness of collaborative working.</p> <p>To encourage collaborative working in communications and engagement across the national boards.</p>		

Team Objective	Deliverable	RAG	Update
Design and deliver communications and engagement support for Primary Care/Urgent Care reform	<p>To play a key role in the development of national messages around Urgent Care pathways and NHS 24's core role.</p> <p>Deliver a programme of stakeholder communications across health & social care networks assuring integration of activity with Primary/ Urgent Care programme portfolios.</p>		

NHS 24 Enabling Objective: Adaptable, engaged, skilled WORKFORCE

Team Objective	Deliverable	RAG	Update
Support NHS 24 service developments with effective internal communications and engagement.	<p>To ensure staff are involved with and informed about changes across the organisation.</p> <p>To utilise all channels and methodologies to reach staff with engaging and two-way communications.</p>		
Design and deliver a programme of staff engagement activity to support the Board and EMT.	<p>Programme of engagement sessions to be developed and delivered.</p> <p>Virtual staff conference.</p> <p>Deliver visibility programme for leadership via available channels.</p>		

Team Objective	Deliverable	RAG	Update
<p>Develop and deliver staff reward and recognition activities.</p>	<p>To support a healthier and happier workforce, where employees are valued and respected.</p> <p>Support staff to feel valued for their outstanding contributions throughout the Covid-19 pandemic.</p> <p>To monitor and evaluate involvement in order to continuously improve.</p>		
<p>Support initiatives and programmes of work related to staff wellbeing and attendance management.</p>	<p>Working in partnership with staff side and workforce colleagues, develop and deliver communications and engagement activities that promote physical and mental wellbeing.</p> <p>Determine effectiveness of activities through reflection and evaluation.</p>		
<p>Lead on staff engagement and internal communications.</p>	<p>Continue to build upon improving staff experience through the delivery of a programme of targeted staff engagement activity.</p> <p>Work in partnership with staff-side and workforce colleagues to support the delivery of regional staff experience (values) groups.</p> <p>Ensure communications and engagement is effective through regular evaluation.</p> <p>Produce a quarterly staff magazine (Insight) with input from teams across the organisation.</p> <p>Produce regular editions of our core briefing document Team Talk.</p> <p>Manage upgraded staff intranet with regular news updates and engaging content.</p> <p>Support staff involvement and understanding of NHS 24 policies and general information.</p>		

Team Objective	Deliverable	RAG	Update
Corporate Communications Team development	<p>Develop and strengthen the team to support the delivery of the communications and engagement plan.</p> <p>Ensure team and individual objectives and development planning is in place.</p> <p>Support a blended approach to delivery of objectives through flexible working approaches in line with organisational needs.</p>		
Report key activity regularly to Executive Team, Board and appropriate committees.	<p>Enable appropriate monitoring of progress against agreed objectives.</p> <p>To enable the Communications Team to adapt to organisational needs in an agile and responsive way.</p>		

NHS 24 Enabling Objective: An integrated INFRASTRUCTURE to enable delivery of our services

Team Objective	Deliverable	RAG	Update
Contribute to the Connect Programme Board with strategic advice and delivery of communications/engagement.	<p>Develop and deliver a comprehensive framework of stakeholder communications for staff and partner organisations that includes:</p> <p>Internal</p> <ul style="list-style-type: none"> • Key Messaging • Engagement sessions • Senior Manager Updates • Information Toolkits • Partnership working • Integrating and evaluating staff experience <p>External</p> <ul style="list-style-type: none"> • Targeted stakeholder communications • Media/political relations • Support for stakeholder events 		

Team Objective	Deliverable	RAG	Update
<p>Develop NHS 24's Audio-Visual unit as a full service capability.</p>	<p>To service AV requirements across NHS 24 bringing 3D communications to engage our audiences across programmes, projects and services.</p> <p>To work in partnership with communications colleagues across NHS Scotland to deliver AV content.</p>		
<p>Design and deliver communications and engagement for the Estates Programme work.</p>	<p>Provide detailed and ongoing communications and engagement support as the programme progresses.</p> <p>Support open and two way engagement through surveys, evaluation of outputs and communications with staff.</p> <p>Deliver communications to keep staff updated on the estates changes in line with the requirements of physical distancing through the Covid-19 pandemic.</p> <p>Deliver essential and agile communications to support homeworking approaches as part of the pandemic response.</p>		