

## **Plan on a page** – Communications and involvement objectives for our programmes and work areas (snapshot only) – August 2021

### **Primary care**

Focus on ageing well

- Supporting general practice
- Workforce development
- Digital and access

### **Personalised care**

- Changing the relationship between the workforce and those who access care

### **Planned care**

- Addressing waiting lists
- Restoring elective services
- Talking and listening to people
- Fair access

### **Hospitals**

- Trusts working together
- Tackling health inequalities
- New ways of working
- Elective recovery

### **Digital**

- Staff digital literacy
- Reducing unnecessary contact
- Patient self-management
- Digital inclusion

### **Urgent and emergency care**

- Reducing inappropriate A&E attendances

- Target young people
- Health inequalities
- Insight and data

### **Voluntary and Community Sector**

- Strengthen voluntary community and social enterprise involvement (VCSE)
- Funding and support for the VCSE
- Community based development
- Prevention and tackling health inequalities
- Co-production
- Volunteering

### **Workforce**

- Workforce recovery and planning
- Focus on minority ethnic staff
- New roles and career paths
- Embed Covid-19 initiatives

### **Population health**

- Mental health prevention
- Reducing inequalities in access
- Trauma informed system
- Anti-microbial resistance
- Climate change
- Vaccination

### **Cancer**

- Stabilisation and reset of services
- Build public confidence in using NHS services

- Engagement with patient panel

### **Capital and estates**

- Aim for success in national funding waves
- Efficiency of buildings
- Look at greener alternatives

### **Equality**

- Race Equality Network
- Tackling health inequalities
- Anti-racism movement
- Anti-racism training
- Role model campaign

### **Leadership**

- Support statutory Integrated Care System proposal
- Develop leadership and talent approach and offers such as the Fellowship

### **Mental health**

- Ongoing Covid-19 support
- Promote staff mental health
- Suicide reduction
- Learning disabilities and autism

### **Maternity**

- Reduce clinical variation and address health inequalities
- Use data to improve care
- Engagement via Local Maternity Voices

### **Children, young people and families**

- Close the gap in health and wellbeing outcomes for all children in the area

- Develop plans with the Youth Collective Voice

### **Involvement**

- Co-produce and implement review findings and information
- Make the most of public and patient panels / networks
- Work with Healthwatch

### **Carers**

- Working Carers Passport
- Co-produce communications for young carers
- Carers Rights Day
- Carers Week

### **Diabetes**

- Let's DiaBEAT this campaign
- Encourage referrals to prevention programmes
- Low calorie diet initiative

### **Stroke**

- Use FAST campaign resources
- Raise awareness of symptoms and when to seek help
- Engage with people and their carers

These more information about these has been described earlier in the full communication and involvement plan.