

REPORT

Communications and Engagement Strategy

Edinburgh Integration Joint Board

22 June 2021

<p>Executive Summary</p>	<ol style="list-style-type: none"> 1. The purpose of this report is to present the revised Communications and Engagement Strategy (the C&E Strategy) to the Edinburgh Integration Joint Board (EIJB). 2. The revised C&E Strategy has been developed in response to the EIJB and the Edinburgh Health and Social Care Partnership (EHSCP) ambition to engage and communicate with the widest range of audiences to increase visibility and awareness. 3. The C&E Strategy includes communications and engagement objectives, approaches and an action plan for both the EIJB and EHSCP. 4. The C&E Strategy was presented to the Strategic Planning Group (SPG) on 12 May 2021. Following amendment, the SPG has referred the strategy to the EIJB for noting. 5. The EIJB Public Facing Working Group will lead on the EIJB Event planning and continue to monitor the C&E Strategy implementation and further development as it affects the EIJB.
<p>Recommendations</p>	<p>It is recommended that the EIJB notes:</p> <ol style="list-style-type: none"> 1. The content of the C&E Strategy. 2. That monitoring and development of the C&E Strategy will be supported by the EIJB Public Facing Working Group.

	3. That the C&E Strategy will be formally refreshed every 3 years, in line with the Strategic Commissioning Planning cycle.
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Directions

Direction to City of Edinburgh Council, NHS Lothian or both organisations		
	No direction required	✓
	Issue a direction to City of Edinburgh Council	
	Issue a direction to NHS Lothian	
	Issue a direction to City of Edinburgh Council and NHS Lothian	

Report Circulation

1. Amended and approved by the SPG on 12 May 2021.

Main Report

2. The previous C&E Strategy was presented to the EIJB in January 2016. Further communications action plans were then agreed in 2018 and 2019 respectively. Despite these publications and level of ambition, EIJB reach and visibility continued to fall short of expectations.
3. In April 2020, a new post, Communications and Engagement Manager, was established in EHSCP. This post was created to provide dedicated support to the communications and engagement needs of both the EIJB and EHSCP and to supplement the level of support provided by our Partners; City of Edinburgh Council and NHS Lothian. A reorganisation of existing EHSCP posts then created an additional two communications posts to support the Communications and Engagement Manager.
4. A new EHSCP website was launched in early December 2019. Prior to that, a new EIJB and EHSCP brand logo was approved and continues to be embedded across EHSCP and to support our external messaging.
5. The EHSCP Communications and Engagement Manager has prepared a new C&E strategy which is at Appendix 1. the C&E Strategy will be formally refreshed every 3 years, in line with the Strategic Commissioning Planning cycle.
6. The refreshed strategy reflects the many views and ideas that were shared during the formulation of the Edinburgh Wellbeing Pact and through the EHSCP and EIJB's continuous means of gathering feedback through regular communications and engagement channels, including the first EIJB Events

which were held in November 2020. The EIJB Public Facing Working Group has also assisted in shaping the strategy.

7. As this is the first C&E Strategy which will be published on the new website, it focuses on how the EHSCP will approach communication and engagement with key external and internal audiences and sets out engagement activity with our staff. There is also a dedicated section which outlines how the EHSCP will respond to the individual needs of the EIJB and its members and support the EIJB's communications and engagement needs.
8. As a significant degree of communications and engagement activity takes place in our EHSCP's localities and at an individual level – with external stakeholders including patients, service users, carers and their families, local communities and partner/ external groups and organisations – this detailed engagement is not noted within the strategy document and is managed locally within the respective EHSCP teams.
9. The C&E Strategy was presented to the SPG on 12 May 2021, was well received and then referred to the EIJB for noting. A few amendments were requested and have been actioned:
 - Reference face to face engagement in the accessibility section.
 - Include housing and support and local volunteers and charities as stakeholders.
 - Use community and voluntary organisations rather than Third Sector.
 - Include advocacy in the objectives.
10. The EIJB Public Facing Working Group will lead on the preparations for the next EIJB engagement Event expected in November 2021 and will assist in monitoring the implementation and further development of the EIJB element of the C&E Strategy.

Implications for EIJB

Financial

11. There are no financial risks associated with this report.

Legal / risk implications

12. There are no legal implications associated with this report.

Equality and integrated impact assessment

13. There are no equalities implications and an integrated impact assessment is not required

Environment and sustainability impacts

14. There are no environmental or sustainability impacts arising from this report.

Quality of care

15. There are no quality of care issues arising from this report.

Consultation

16. EHSCP, City of Edinburgh Council and NHS Lothian colleagues were consulted in the development and production of the C&E Strategy.

Report Author

Tony Duncan
Head of Strategic Planning, Edinburgh Health and Social Care Partnership
Tony.duncan@edinburgh.gov.uk
07935208040

Further contact:

Lauren Howie
Communications and Engagement Manager
Lauren.howie@edinburgh.gov.uk
07713367251

Appendices

Appendix 1 Communications and Engagement Strategy



Communications and Engagement Strategy



Published May 2021

Introduction

Transforming our services and how we communicate and engage

In Edinburgh, our vision for a caring, healthier and safer Edinburgh centres around our Edinburgh Integration Joint Board (EIJB)'s strategic priorities, delivered through an ambitious transformation programme. Although change is constant, our strategic priorities focus on significant changes to how our services are structured, delivered, planned and supported. This includes how they are supported by clear, concise and considered communications and engagement activity.

Both our strategic priorities and ensuring that we continue to keep our key audiences engaged and informed are critical to ensuring that those who use our services get the right care, at the right time and at the right place. And that people continue to believe and trust that our services will meet their individual needs and continue to focus on improving health and wellbeing and reducing health inequalities. For us to achieve this, we need to better understand the views and ideas of the people who are supported by our services or who may have a role or interest in them. We are constantly looking for ways to engage our key stakeholders - including patients, service users, carers, colleagues, the Government, NHS Lothian, City of Edinburgh Council, third and independent sector and contractors, and more. And ensuring that we have the right mix of channels and the right number of engagements is key to keeping our audience interested and building advocacy.

Refreshing our strategy

We use our communications and engagement channels and deliverables to help people, communities and organisations be aware of, understand and engage in our work and services. But for our communications and engagement to work well and support the ambition, planning and delivery of our services, they need to be underpinned by a framework. They also need to continually evolve and improve to meet the range of communications needs of our stakeholders.

In February 2020 a communications and engagement strategy was presented to the EIJB and since this time, a dedicated communications and engagement team - led by the Edinburgh Health and Social Care Partnership (EHSCP) communications and engagement manager - has been established to drive forward and continue to improve how the EHSCP and EIJB engage with their audiences on a regular basis, supported by the media and communications teams from our partner organisations NHS Lothian and City of Edinburgh Council.

In 2021, we have reviewed our holistic communications and engagement approach and they are presented within this document. The refreshed strategy reflects the many views and ideas that were shared with us during the formulation of the Edinburgh (Wellbeing) Pact - at the end of 2020 - and through our continuous means of gathering feedback through our regular communications and engagement channels.

As this is the EHSCP's first published communications and engagement strategy, it focuses on communications with large internal and external audiences, and it sets out engagement activity with our staff.

As a significant degree of communications and engagement activity takes place in our EHSCP's localities and at an individual level - with external stakeholders including patients, service users, carers and their families, local communities and partner / external groups and organisations among others - this detailed engagement is not noted within the strategy document and is managed locally within the respective EHSCP teams.

Purpose and overview

The EHSCP and EIJB use communications to support our delivery of a caring, healthier and safer Edinburgh. We use our established channels to help our people, service users, communities and organisations to be aware of us and understand what we do, and how we support the City.

Communications play an important role in the planning and delivery of our services and supporting the EIJB by enabling two-way conversations with key audiences, including the Edinburgh public. And by using communications and engagement effectively, it also helps the EHSCP to improve our services and achieve our vision alongside our partners for health and social care across the City.

As the health and social care partnership for the Capital of Scotland, it is important that our work and services continue to be underpinned by a communication and engagement strategy, so that the people, communities and organisations who we support, work with in partnership or have an interest in us are kept up to date and engaged.

This plan sets out how integrated communications and engagement will be delivered to support the ongoing aims and work of the EHSCP and EIJB.

In order to remain flexible and responsive to changes in the external and internal environment, this strategic communications plan will be reviewed and updated yearly, and formally refreshed in line with the EHSCP Strategic Plan on a three-year cycle. Campaign-specific communications and engagement plans will also be created through the year, using co-production and joint working both internally and externally with partners.





Our communications and engagement strategy includes:

- Communications and engagement principles and objectives
- Our high-level key messages for the EHSCP and EIJB
- The communications and engagement journey we aim to take over the next year
- A high level internal and external stakeholder map and the desired stakeholder outcomes we hope to achieve
- Our external communications and engagement approach for the EHSCP and the EIJB respectively
- Our internal communications and engagement approach and the channels we will use to deliver it
- How we will continue to measure success

Our communications & engagement vision

Partnership working is at the very centre of what we do. In all our communications, we aim to build and cement confidence in the vision and strategic direction, as outlined in the Strategic Plan.

As the EHSCP also work closely with the public, private and community and voluntary organisations, we also share responsibility for providing services to meet public health and social care priorities and needs, and delivery of meaningful communications and engagement to our key audiences. Good communication from the EHSCP and EIJB is vital in making this happen, and we have developed a communications and engagement vision to this end.

Key to our vision is that we all have a part to play in good communication and engagement to support the planning and delivery of our services. Communication and engagement activity is not just the responsibility of one person or staff group, partners who work with us or people who are supported by us. We have a shared responsibility to move our communications vision from just being a vision to something real.



Our communications and engagement vision:

“We support a caring, healthier and safer Edinburgh by helping people understand and engage with our work and services. We do this by raising awareness, building trust and confidence and involving the people, communities and organisations who are supported by us, work with us or are interested in us.”



Communications and engagement objectives

Build awareness

- Build public and professional awareness about what the EHSCP is, what we do and why we do it so we can reach hard to reach groups.
- Build public and professional awareness of the EIJB, who they are, what they do and why they do it - with the aim of creating advocacy.
- Ensure that the EHSCP and its activities are fairly and accurately represented on our owned channels, by the media and on social media.

Involve

- Build continuous and meaningful dialogue with key audience groups to influence service design and improve outcomes.
- Ensure our audiences have easy access to the information they need in a way they would choose to access it.
- Use direct experience and feedback to improve quality of services and achieve stakeholder participation in key decision-making processes and tell people how their input has made a difference.
- Use new and creative ways to engage with people who are seldom heard.

Build trust and confidence

- Share stories of how we've helped people, how we've made a difference and how people's contribution has impacted our successes.
- Empower people to feel confident sharing their opinions and contributing.

5 Communications and engagement principles

To ensure that our communications and engagement activity continues to meet our objectives, and to hold ourselves to account, 5 communications and engagement principles have been developed. All activity created or managed by the communications and engagement team adhere to the 5 principles below.



Clear and accessible

Information and publications will be made widely accessible to our audiences (where appropriate).

We will use language and images that reflect diversity and differing levels of engagement.

We will be open and honest.

Consistent

Branding will be consistent across all communications.

A set of core key messages will be developed and used in both internal and external communications.

The communications plan will align to the EIJB's strategic priorities and strategic plan, including room for flexibility.

Co-production

The plan will be created by working closely with stakeholders in the EIJB, EHSCP and the C&E team.

The communications plan will seek to address questions and concerns gathered from citizens and colleagues.

Regular assessment of communication will be carried out to ensure resources are well targeted and the target audience has been reached.

Cost effective

Emphasis will be on communications and engagement activity that has minimal cost.

Where possible, communications will be created internally.

Collaborative

The Executive Management Team (EMT) should be briefed regularly on engagement levels and media interest/coverage.

Members of the EMT will be kept informed about the issues and responses to reduce misunderstandings.

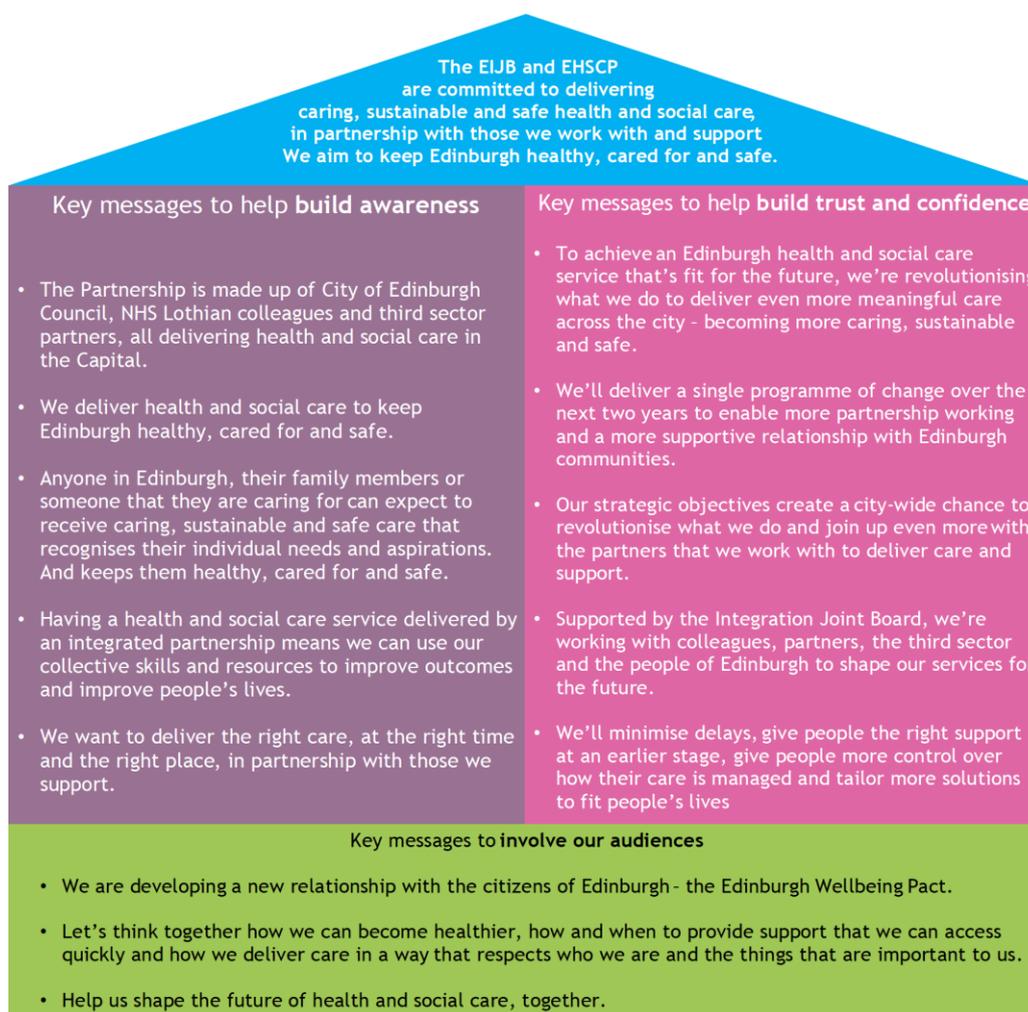
Staff should be kept informed through relevant internal communications through a differentiated approach aligned to their relevant needs.



High level key messages

The key messages below have been created with our communications and engagement objectives and our target audiences in mind.

Although each specific communications and engagement initiative will have its own set of key messages, the message house below notes our high-level messages and themes, which are seeded throughout any narrative relating to the EHSCP or EIJB to support achieving our communications and engagement objectives.



Communications and engagement journey

As not all our audiences will be at the same stage of the communications and engagement journey, we have outlined how we will take either an individual or group on a journey with us, with the aim of turning them into brand advocates, using a range of tools and channels.



Communications and engagement standards

Our communications and engagement activity is underpinned by robust standards, policies and guidelines

- Our brand
- Accessible communications and engagement activity
- A robust media and social media approach, supported by NHS Lothian and City of Edinburgh Council, that operates within the wider context of information management and security.



Our brand

In 2019 the EHSCP and EIJB developed a brand identity with guidelines.

We use our brand identity to:

- Communicate our shared culture, including our vision and priorities for health and social care in Edinburgh
- Demonstrate our continued commitment to partnership working
- Increase awareness and recognition of the EHSCP with the people who we support and work within partnership, or with anyone who may have an interest in us.

Our brand guidelines

Our brand identity guidelines include the standards by which our brand identity (including our EHSCP and EIJB logo) is used in our communications. The guidelines help us to communicate a clear, consistent and quality message and image with our stakeholders, as well as the public, communities and external organisations.

Any use of our brand identity must adhere to our guidelines, and colleagues must follow City of Edinburgh Council's and NHS Lothian / NHS Scotland's corporate identity guidelines when using their organisational branding. This includes all printed and digital materials.

Where our brand identity is used by an external stakeholder for the promotion of a joint initiative with us, this should be by permission only and with guidance. Permission to use the logo and brand assets is moderated and granted by the Communications and Engagement team.

Our logos

Edinburgh Health and Social Care Partnership

When a piece of communications or engagement material is being issued from the Partnership, to Partnership stakeholders, the logo below is used:



Edinburgh Integration Joint Board

When a piece of communications or engagement material is being issued from the Board, to Board stakeholders, the logo below is used:



Accessible communications and engagement

Adhering to our principles to protect those we engage

Those that the EHSCP support and work with include people from wide-ranging backgrounds with one or more protected characteristics. These include age, sex, gender identity, race, ethnicity, religion and belief, sexual orientation, marriage and civil partnership, pregnancy and maternity, disability and socio-economic status and social class.

As reflected in our communications principles, it is essential that we communicate in clear, concise and accessible language, which is also inclusive, and that we tailor our communications appropriately to the communications needs of their intended audience. This includes the use of terms, styles of communication, layout, formats and languages and access to events - among other areas. Over the last year, the communications and engagement team have been focused on ensuring that content we create - our events, website, social media, blogs - adheres to these principles.

Accessibility guidelines

Both our partner organisations (City of Edinburgh Council and NHS Lothian) have policies and guidelines on accessible communications, and these are adhered to in all communications and face-to-face engagements, except where there is an overwhelming technical reason not to.

The UK government has also published accessibility guidelines for public sector websites and applications which we endeavour to apply to our digital channels. Only in exceptional circumstances are these guidelines not met and we are always clear on the reason for this on the site, if applicable. As the website was published before the communications and engagement team was established, the team are now retrospectively ensuring that this channel, and all future communications, meet the required guidance.

EHSCP's approach to accessible and inclusive communications is within the wider context of equalities and human rights as set out by the Equalities (Scotland) Act 2010. When planning and delivering our services, we are committed to equalities and human rights legislation, and meeting requirements to eliminate unlawful discrimination, advance equality of opportunity and promote good relations.

Media

We have developed a media approach for external communications with support from our partner organisations.

When a media enquiry comes in, this is managed by the EHSCP communications and engagement team with support provided by the NHS Lothian and City of Edinburgh Council media teams if required. If an enquiry relates to an NHS Lothian matter, their communications team are kept informed. The same is true for the City of Edinburgh Council media team. The EHSCP communications and engagement manager regularly attends both City of Edinburgh Council and NHS Lothian Communications team meetings, alongside having regular 1:1s with both department heads to ensure a consistent flow of information between the EHSCP and partner organisations.

Media statements relating to the EHSCP are normally attributed to the EHSCP unless there are operational reasons for them to be attributed to a named individual. Where there is a decision to do so, this is normally the Chief Officer (or their delegate), Chair of the Integration Joint Board (or their delegate) or, in appropriate circumstances where the subject matter would benefit from it, the lead Executive voice such as the Chief Nurse or Head of Strategic Planning and Communications.

Sign off for media enquiries is granted by a member of the EHSCP Executive Management Team (EMT) and shared with the Head of Communications for a partner organisation if appropriate given the context of the enquiry.

Social Media

Social media continues to be increasingly used by the people who we support or work with, as well as the public, communities and external organisations. In addition, EHSCP staff are increasingly using social media platforms to consume information - both externally and from the EHSCP itself.

Whilst social media provides further opportunities for us to communicate and engage with a range of audiences, it does come with risks. The misuse of social media can carry significant reputational, technical and legal risks for both the EHSCP, EIJB and our partner organisations.

Both the City of Edinburgh Council and NHS Lothian have policies and guidelines on the acceptable use of social media in a professional capacity, within the wider context of information management and security including data protection. EHSCP staff must ensure that they adhere to them.

In addition, and specific to the EHSCP, colleagues working for the Partnership are encouraged not to post about work on their own personal accounts. They are also discouraged from creating 'team' or 'work' social media accounts. Instead, staff are strongly encouraged to share content with the communications and engagement team so that it can be shared on the 'blue tick verified' official @EdinburghHSCP Twitter and Facebook accounts instead.



Communications Governance

The ultimate responsibility for approval of communications for the EHSCP rests with the Head of Strategic Planning and Communications, the Chief Officer or the Chair of the Integration Joint Board (or their delegate). The approval process and approver is dictated by the nature of the media enquiry or the communications campaign.

To ensure that our communications are timely, accurate and consistent, they are always approved by a relevant member of our EMT for the service area that they relate to.

Any service area content should be approved by the relevant member of the EMT in the first instance. If a communication cuts across service areas, the Chief Officer gives final approval. Members of the EHSCP's Wider Leadership Team (WLT) also have the authority to approve media statements in relation to the service areas they lead on but final EMT sign off will always be obtained.

Should an issue be the subject of on-going media interest, then previously agreed statements can be modified and released without further reference to the EMT so long as the media enquiry does not make a substantive difference to the general understanding of that issue.

The guiding principle is that communications activity, including media responses, should be collaboratively created and reflect the work and services of the EHSCP or EIJB as a whole.



Our audiences

We regularly communicate with a range of stakeholders: patients, service users, carers and their families; EHSCP, Council and Health Board staff; IJB Members; Council and Health Board Members and third and independent sector providers/contractors of services to name just a few.

This is extended to the public, local communities and external organisations as well, as they too are likely to have an interest in our work and services, if not now, then potentially in the future.

A detailed internal and external stakeholder mapping exercise has been carried out in 2020/21 and the outputs of this exercise can be seen on the following pages.

Key audience groups are summarised in the box below.

The key audience groups we communicate to and engage with include:

The public

Service users and their families

Carers

EHSCP colleagues

GPs

City of Edinburgh Council colleagues

NHS Lothian colleagues

Edinburgh IJB Members

Edinburgh Elected Members

The media

Local volunteers and charities

MPs/MSPs within Edinburgh or who have a health and social care remit

Trade Unions

Providers/contractors of health and social care services

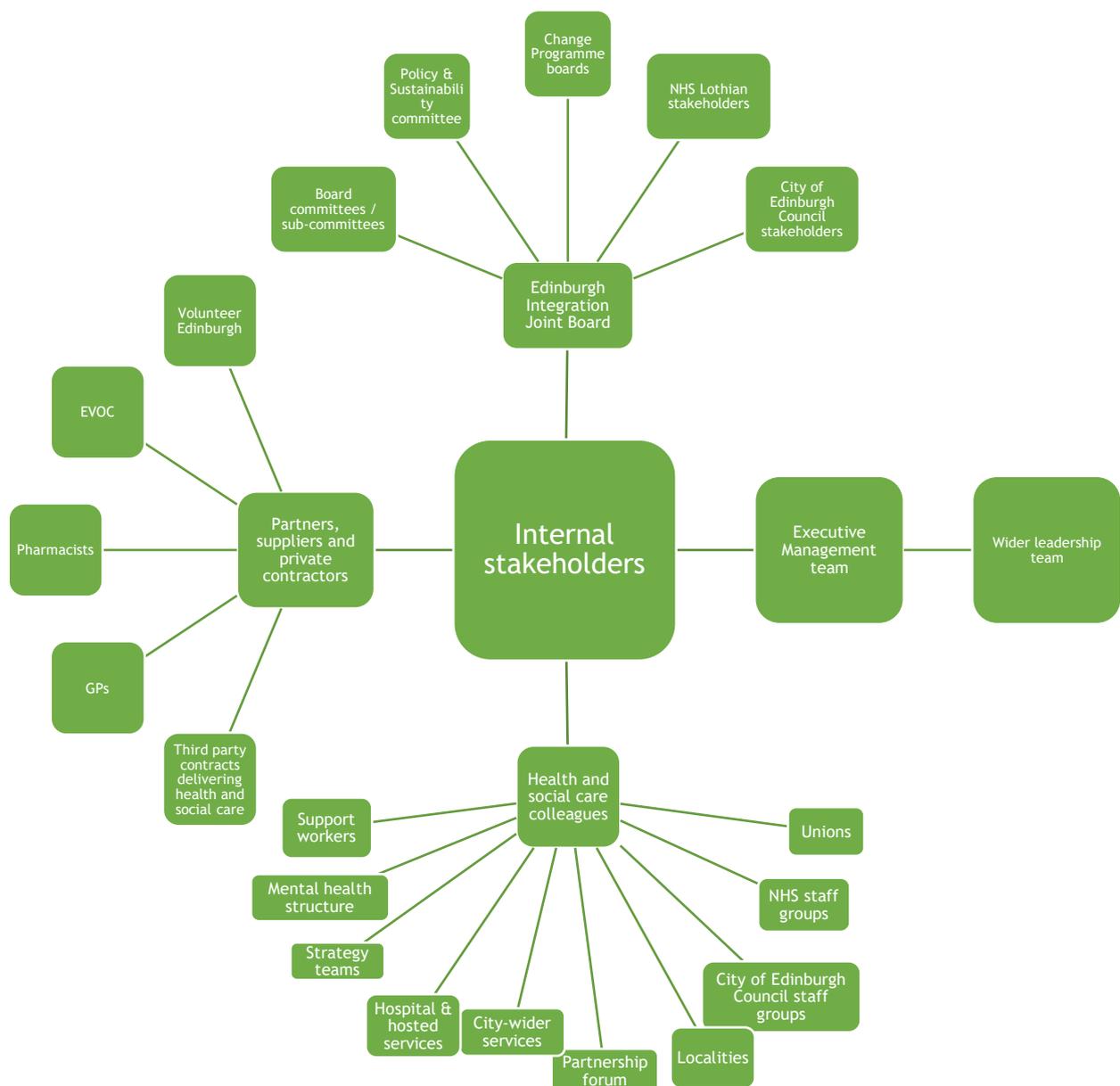
Public, third and independent sector organisations and networks who have a health and social care remit or interest

Edinburgh Community Councils

Edinburgh Community Planning Partners

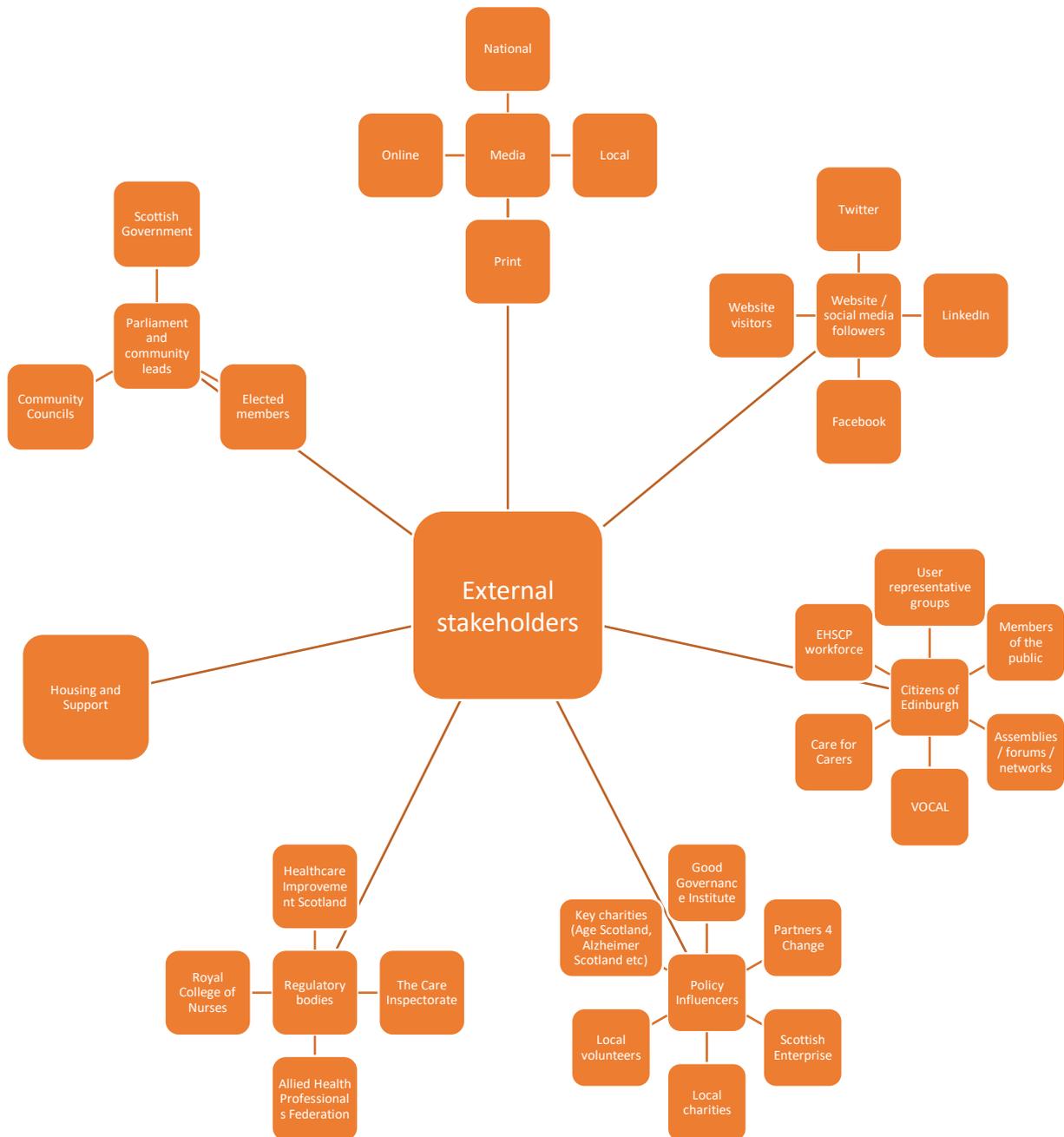
Housing and support

Detailed audience mapping: Internal



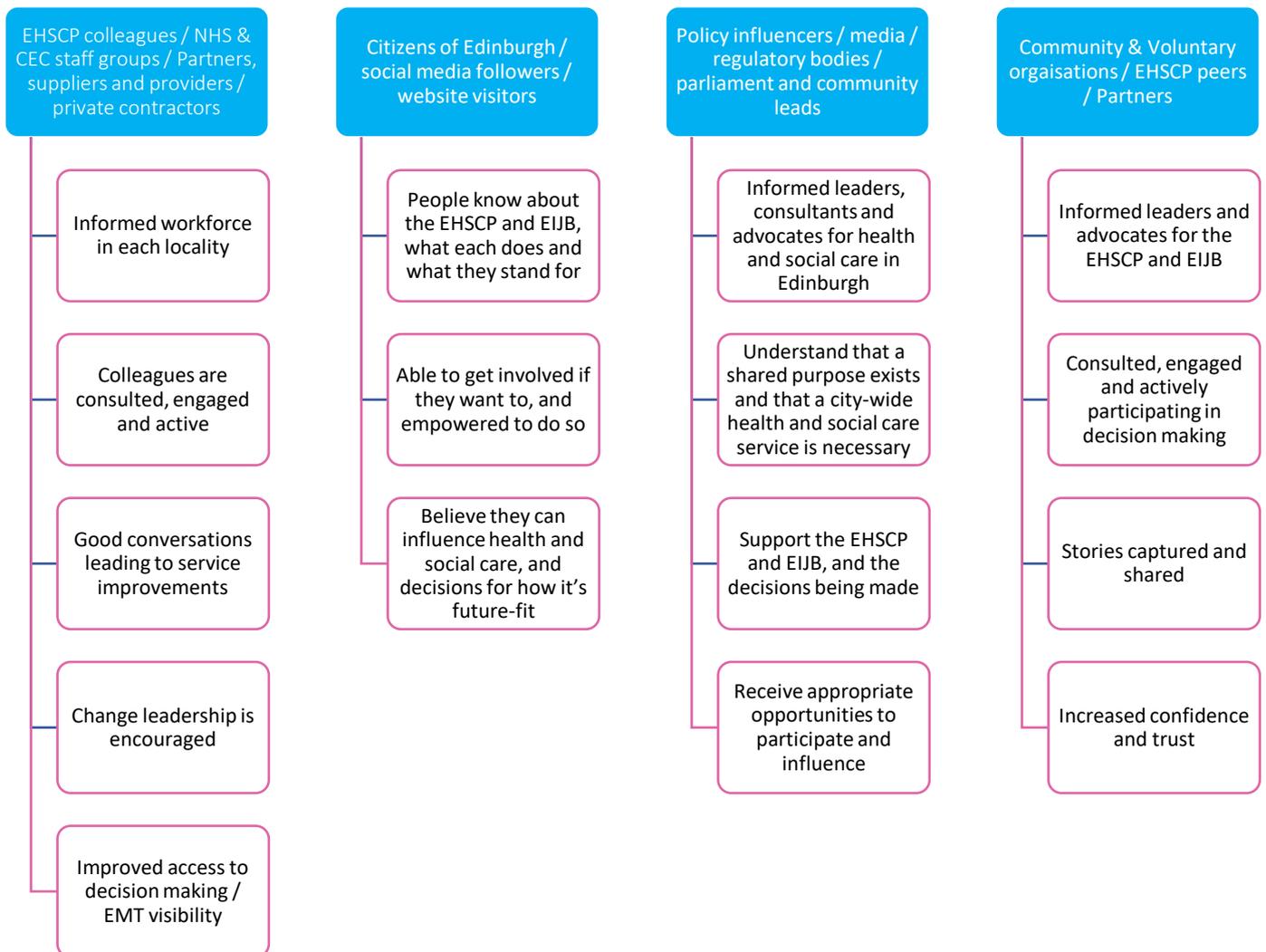
Detailed audience mapping:

External



Key audience aims

Depending on the audience group, we aim to achieve difference outcomes with our communications and engagement initiatives. The groups below have been identified as our focus audience areas. What we want to achieve with each audience grouping is noted below as part of the diagram.



Communications and engagement channels

Ensuring that our communications are relevant, timely and well understood by our target audiences is paramount. Our EHSCP communication channels are the tools and methods we use to send information and messages to our internal and external audiences. We use a range of channels to send information, and to receive feedback and continue to two-way conversation too.

Communications channels can be print, digital or face-to-face, and they can include presentations, briefings, reports, minutes of meetings, newsletters, podcasts, video / vlogs, animation, webpages, social media, team meetings and events.

Our communication channels are endorsed by the EHSCP Executive Management Team (EMT) and EIJB and we have worked hard over the last two years to ensure that our audience groups are aware of the channels that we can use to reach them, so that we ensure we get the correct information and messages to the correct people at the correct time.

Choosing which channel we use for which audience group depends on a number of variables, for example: the subject matter of the communication, what it seeks to achieve, its urgency, its intended audience and their communications needs. Because there may also be different target audiences for a communication and audiences will engage differently, we often use a variety of channels as part of a single campaign / to achieve a single objective.

Encouraging two-way communication and engagement

It's important to note that communications and engagement activity is more likely to work if it's not 'one way,' where an organisation only uses their channels to tell their audiences things and communicate internally from the top to the bottom. It's why we are committed to ensuring there is always an opportunity for audiences to share their questions, views, ideas, concerns or issues on what is being communicated. As demonstrated through the extensive engagement that has taken place as part of the Edinburgh Pact work, this two-way conversation approach enables people to shape the information that they hear, and what the EHSCP and EIJB do.

As the collective responsibility of everyone in the EHSCP, communication and engagement channels are embedded at all levels, with meaningful buy-in and visibility from our leadership. To embed this further within our staff structure, we regularly create internal staff engagement opportunities to engage with our EMT, senior managers and team managers/leads, and contribute to key projects focused on delivering our strategic priorities.

The following pages outline the internal communications channels used to engage with and communicate to EHSCP staff. They also detail the external communications and engagement channels that we aspire to use to promote messages from the EIJB and the EHSCP. Although most of the channels detailed on the next pages are already in place, the team are continuing to work towards implementing them all by the end of the next Strategic Planning cycle.

Internal communications channels

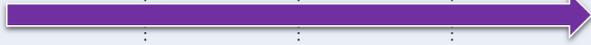
	Internal communications activity managed within the team	Frequency	Q1	Q2	Q3	Q4
	Colleague communications campaign management Managing specific campaigns targeted at boosting morale, engaging colleagues and fulfilling the communications and engagement strategy objectives.	Ongoing as required				
	Colleague Town Halls A bi-monthly webinar / face-to-face session to apprise employees of the transformation programme / strategic plan / general EHSCP activity.	Quarterly				
	Weekly / Bi-weekly colleague newsletter A regular drumbeat of relevant organisational information, issued every Friday and titled "Colleague News"	Weekly Every Friday				
	Acting as a 'communications consultant' for the EHSCP Managing the content calendar, establishing a team of 'brand champions' to advocate the brand externally and internally, consulting on communications projects across the partnership and managing the brand.	Ongoing				
	Colleague Intranet Developing a safe internal site for colleagues on both NHS and CEC T&Cs to access, allowing us a one-stop-shop for all key messages and communications (and allowing us to reduce email traffic).	Daily				

Internal engagement channels

	Internal engagement activity managed within the team	Frequency	Q1	Q2	Q3	Q4
	Strategic and statutory public engagement Managing integrated internal campaigns that run for a period of time, sharing key information with core audience groups via a range of channels.	Ongoing as required				
	Colleague engagement campaign management Managing specific campaigns targeted at boosting morale, engaging colleagues and fulfilling the communications engagement strategy objectives.	Ongoing as required				
	Weekly wellbeing aid for colleagues A weekly "Wellbeing Wednesday" bulletin giving practical tips for staying mentally and physically well, and offering easy access to support if needed.	Weekly Every Wednesday				
	Bi-annual colleague engagement survey A check-point on colleagues wellbeing and feelings about work	Bi-Annual				
	Lunch and learn sessions Focus group-style sessions with <10 attendees and one EMT member, aimed at engaging colleagues on an intimate level and raising EMT profiles.	Monthly				



External communications and engagement channels

	External communications activity managed within the team		Frequency			
			Q1	Q2	Q3	Q4
	Strategic and statutory campaign management / public engagement Managing integrated external campaigns that run for a period of time, sharing key information with core audience groups via a range of channels.	<i>Ongoing as required</i>				
	Targeted communications to providers Ensuring that the required communications support is provided to the providers to ensure that key messages are conveyed. This may be in the form of a dedicated website page / blog or regular bulletin.	<i>As required when IJB meetings and committee meetings take place</i>				
	Website and YouTube site management Weekly management of content on the external website and YouTube.	<i>Ongoing as required</i>				
	Media management and proactive press releases Protecting, enhancing and promoting our brand in the media, with local and national journalists.	<i>Ongoing as required</i>				
	Social media management (LinkedIn / Twitter / Facebook) Ensuring a drumbeat of daily activity.	<i>Daily</i>				
	Creation of video content and quality print materials to support campaigns Managing the creation of high quality video content to illustrate strategic messages and campaigns. Creating posters, leaflets and brochures as required – maintain brand advocacy.	<i>Minimum of 1 per month</i>				
	Partnership podcasts Managing and creating a series of public-facing podcasts on key strategic and operational issues	<i>1 per month</i>				
	Quarterly newsletter A regular update on EHSCP and EIJB activity emailed to our engaged population (e.g. they have subscribed to us)	<i>Quarterly</i>				



Supporting the EIJB

A key part of the Communications and Engagement Strategy is to support the Edinburgh Integration Joint Board with their communications and engagement needs. In the last year we have increased board engagement with the public by hosting the inaugural 'Your Health. Your Care. Your future' event digitally. The event had over 200 attendees and marked the start of an ongoing engagement journey between the EIJB and citizens of Edinburgh.

This involves supporting regular communications between the board and their key stakeholders; enabling the board to effectively use their own channels to share key messages, managing a schedule of events throughout the year and supporting an on-going two-way conversation and consultation between the board and the citizens of Edinburgh.

Building a relationship of trust and encouraging the belief that the board will act on feedback and the best wishes of the Edinburgh population, is the aim of the EIJB communications. The suite of communications and engagement channels used to support the board are outlined on the next page. Alongside these channels and support from the Communications and Engagement team, the board are actively encouraged to use their own networks and social media to disseminate key messages.



EIJB external communications and engagement channels

External engagement activity managed within the team		Frequency	Q1	Q2	Q3	Q4
	Strategic and statutory public engagement Managing integrated external campaigns that run for a period of time, sharing key information with core audience groups via a range of channels.	Ongoing as required				
	Annual engagement event – Your health. Your care. Your future. A digital or face-to-face event that invites members of the public, interested parties and citizens to help shape the future of health and social care together	Annual			●	
	EIJB member blog A regular blog from a member of the Board, sharing an update on what's front of mind for the team, and health and social care.	Quarterly	●	●	●	●
	Board member vlog A regular video from a member / members of the Board sharing an update on what's front of mind for them	Quarterly	●	●	●	●
	EIJB engagement forums Bi-annual series of focus groups with the public (digital or F2f) to engage directly with members of the public	Bi-Annual		●		●
	Engagement survey Annual survey to members of the public to engage them on health and social care / temperature check on general knowledge and feelings towards the industry in Edinburgh.	Annual			●	

Measuring success

Outputs

We will monitor the activity that the team have delivered:

- Social posts published
- Website updates
- Events scheduled
- Videos shared
- Press releases issued
- Newsletters sent

Outcomes

We will monitor campaign performance, feedback and sentiment:

- Positive vs negative media sentiment
- Audience perception of the brand and verbatim comments
- Volume of coverage
- Volume of keywords used
- Social media monitoring
- Two-way feedback
- Internal surveys

Outtakes

We will look at resulting audience behaviour:

- Video views
- Shares on social media
- Engagement with campaigns
- Use of hashtags
- Campaign objectives achieved
- Correct audience demographic demonstrating desired response
- Website traffic