

Making the most of communications: Improving the reach and impact of the messages we share with local people

Communication is a vital part of effective engagement yet the way we communicate with local people is often not as effective or extensive as it could be.

GOALS

To improve the effectiveness of CCG communications with local people by seeking to identify what people want to hear from us and how they want to hear it. To produce a guide to support colleagues.

PROJECT

Our approach needs to keep up with an ever-changing society. Using what I have learned during the course, I am trying to change my habits - how I interpret local people's views and how I use data. Looking through fresh eyes will provide new opportunities to improve our communication with local people.

METHODS

Using experience from working in the Communications and Engagement Team; conversations with local people & patient representatives; analysis of social media, website data and local newspaper coverage; researching existing guides/papers.

CONCLUSIONS

To understand how people want to be communicated with, you have to let them tell you – not assume you know – and then strive to provide what they want as best you can. People respond better if they know you are working with them.

Thanks to:

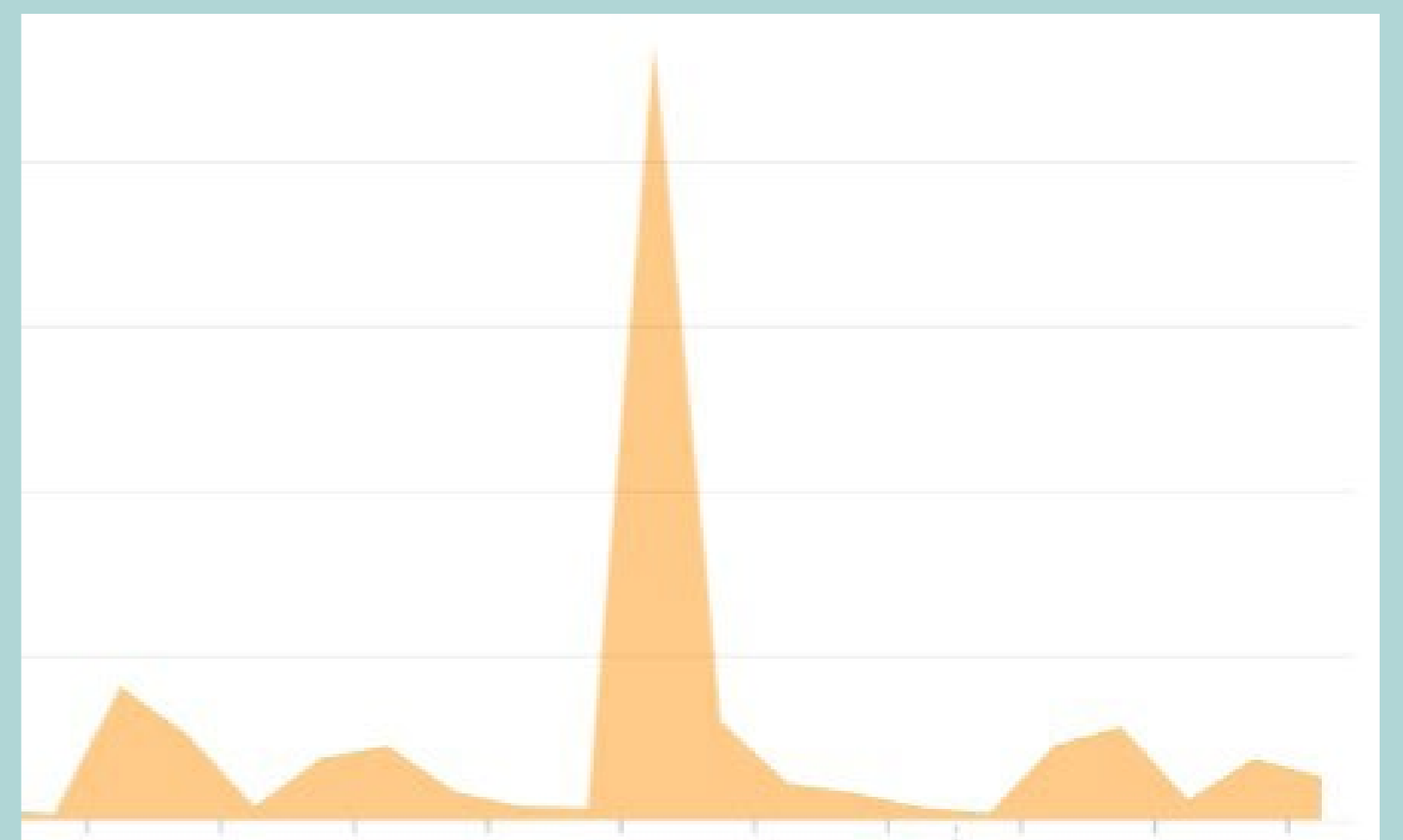
Valerie FabryMartyn
MarshCCG Comms
& Engagement
colleagues Paul
England & Sue Newell
and my fellow course
members.

REFERENCES

The Kings Fund: Angela Coulter & Alf
Collins – Making shared decision-making a
reality
CIPR: Social Media Best Practice Guide
Plain English Campaign Course reading list

KEY FINDINGS

Be more empathetic.
Target the audience.
Keep it relevant.
Keep it clear.
Make it interesting.
Use more images!




This spike in Facebook responses related to news of Hospital Hill reopening

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