

Supporting information - Consultation Communications Plan August 2020

The proposed public consultation will run for 8 weeks from 1 September 2020 to 26 October 2020.

As COVID-19 is still present in the community, we will conduct this consultation in a different way so that it takes place remotely. This will avoid the difficulties of social distancing at public meetings and will obviate the need for travel. However, every action will be taken to ensure the consultation is as comprehensive and inclusive as if it were conducted in the previously-normal way.

Communication throughout the consultation will build on the experience of the 2014/15 coastal locality consultation, the wider 2016 South Devon and Torbay community consultation and the 2018 coastal engagement over the future of services in Teignmouth and the surrounding areas. It also builds on the Better Births digital engagement of 2020.

There will be three strands to the consultation:

- The CCG-led statutory consultation on a proposal for service changes
- Torbay and South Devon NHS Foundation Trust consultation with staff
- Later primary care-led consultation with patients on potential move of GP services (to follow CCG-led consultation, depending on outcomes)

Consultation objectives

The main communications objectives for the consultation will be:

- To support an open and transparent consultation process
- To ensure everyone who would want to take part is able to do so
- To ensure people have enough information to make an informed choice in their responses
- To ensure people have enough time to consider the information, by publicising the consultation in advance of its start and ensuring sufficient information is available from the start of the consultation process
- To add to the information available where it is requested
- To ensure prompt responses to questions and enquiries
- To ensure that responses to the consultation are, and are seen to be, conscientiously considered and taken into account in the decision making process

The key clinical objectives will be to promote understanding of:

- The care model and out-of-hospital, community-based care and the success of the changes made after the 2015 Coastal consultation.
- The need to ensure the sustainability of primary care by locating GPs in a new, fit for purpose building
- The potential benefits of co-locating GPs, the health and wellbeing team and voluntary sector representatives in the same building.
- The evidence of the past two years which demonstrates that the proposed 12 rehabilitation beds are no longer needed

The role of Healthwatch in Devon, Plymouth and Torbay

As an independent champion for patients, Healthwatch will take a leading role in overseeing the consultation process.

It will:

- Make available a free telephone service for patients to call to request further information, additional copies of the consultation questionnaire, or to ask for a meeting with a CCG representative.
- Help ensure that the widest possible range of people who might be affected are given the chance to have their say
- Monitor remote public meetings to capture feedback and views
- Analyse the overall responses to the consultation and report back to the CCG

The communications team will work alongside Healthwatch throughout, responding to its suggestions.

Reaching the audience

Our aim will be to enable the CCG to reach as many people as possible who could be affected by the proposal during the consultation and to ensure as wide a range of people as possible have the opportunity to be heard and listened to.

Communications will include a clear consultation document and a range of supporting information so that people have sufficient information to form their view.

The CCG will publicise the consultation through paid advertising in the press in Dawlish and Teignmouth, and through editorial coverage.

Every household in the Dawlish and Teignmouth area will be sent a paper copy of the consultation document with a detachable consultation questionnaire that can be returned with free postage.

An easily accessible consultation section will be established on the CCG website.

The consultation documents, supporting information and the questionnaire will be posted online at www.devonccg.nhs.uk/teignmouth-and-dawlish

Leaflets alerting people to the consultation will be sent to residents in Torbay and parts of South Devon who could be affected by the proposed changes.

Hearing people's views and ideas through active discussion

The CCG will facilitate the holding of remote live discussions where people have an opportunity to express their views in public and have their questions answered. The meetings will be moderated by Healthwatch in Devon, Plymouth and Torbay, which will capture all feedback and views.

The dates of remote meetings will be publicised through paid advertising in local newspapers, as well as through the CCG website and social media.

Paid advertising will also invite community groups to ask for a remote meeting with CCG representatives, although a wide range of these groups will be approached directly by the CCG.

Feedack and Analysis

Where alternative solutions are put forward either in private or public, formally or informally, to the CCG, we will be open-minded. Feedback will be analysed by the independent organisation, Healthwatch in Devon, Plymouth and Torbay, and evaluated by a range of stakeholders to enable rounded scrutiny and transparency. As part of this process we will provide clear information as to whether a proposal is workable from an NHS perspective and its advantages and disadvantages.

Communications activity

- Comprehensive promotion of the consultation, how people can respond and the timing of future decisions
- Internal briefing of CCG and Torbay and South Devon NHS Foundation Trust staff, members and governors
- Regular briefing and updating of key stakeholders including MPs, local councillors, the Devon County Council Overview and Scrutiny Committee
- Provision of information which describes the current provision, explains the reasons for the proposed changes, and sets out the benefits that would arise from them
- Encouragement of alternative ideas for achieving the vision

Documentation

Consultation Document

The consultation document will describe: how services are currently delivered; the changes proposed; the rationale for these; a summary of the evidence. It will describe clearly how people can answer different parts of the overall consultation. We will distribute it widely via the channels identified later in this document. An easy read version will also be available.

Throughout the consultation, material will be made available both electronically and in hard copy and a Frequently Asked Questions document will be updated weekly. A dedicated section of the CCG website will be established containing all available information, including an on-line feedback form and links to it by the Trust, GP practices and other key local organisations.

Supporting Documents

To ensure people have enough information to make an informed choice, the following will be available:

- Quality and Equality Impact Assessment
- Strategic context
- Clinical case for change
- Financial information
- Estates rationale for change
- Demographic pressures
- Activity report (how services are used)
- Travel/transport analysis
- Options evaluation
- The impact of COVID-19

Keeping stakeholders updated

Regular stakeholder briefings will continue to be written and distributed to key stakeholders including:

- Coastal Engagement Group
- Coastal Health and Wellbeing Forum
- League of Friends, Dawlish and Teignmouth
- Patients registered at the two Teignmouth GP practices
- MPs

- Devon County Councillors
- Devon County Council Overview and Scrutiny Committee
- Teignbridge District Council leaders/portfolio holders
- Teignmouth & Dawlish Town Councils
- Torbay and South Devon NHS Foundation Trust staff side/unions
- Governors, staff and members

The briefing will also be sent to the list of local people who have asked to be kept updated; anyone asking to be kept informed during the consultation and local NHS staff.

Communication Channels

NHS and Social Care channels

All current internal communication channels will be used to build understanding by continuing to explain the rationale and approach, while encouraging questions, views and feedback.

Media relations

A proactive approach will be taken, initiating material on a regular basis. This will be a mix of:

- News releases on different aspects of the consultation proposals
- Feature material including case studies
- Promotion of webinars, website and consultation questionnaire
- Reactive approach to coverage and questioning.

Social media

All social media channels will be used to share information. Our aim will be to use a variety of local social media channels for this, as well as the NHS's own. Because social media discussion does not stop at 5pm each day, a rota will be drawn up for monitoring social media in the evenings and at weekends.

Much of this will be signposting people on social media to further, accurate information.

Mail drop

We will arrange delivery of a consultation document to all households in the EX7 and TQ14 areas, and of a leaflet flagging the consultation to people in Torbay and parts of South Devon.

Digital meetings

All meetings will take place online in a webinar format. These will take the form of a presentation with a chat bar for questions to be submitted to a panel of clinicians and managers.

Other meetings

Targeting community local groups and those supporting people identified in the quality equality impact assessment we will seek to attend existing online community group meetings or offer the facility to hold an online meeting.

Telephone clinics

Where people do not have access to an online platform, Healthwatch in Devon, Plymouth and Torbay will offer the opportunity for them to book a telephone conversation with an appropriate person from the CCG.

Correspondence

We will repeat the approach taken in engagement and in previous consultations where we will establish dedicated email contact addresses, as well as providing for written and other electronic correspondence. All correspondence will be logged and responses will take a maximum of five working days.

Requests for more information and queries raised throughout the consultation will be managed by Healthwatch in Devon, Plymouth and Torbay.

Review and evaluation

We will review communications activity on a regular basis to ensure that planned and reactive activity is effective

Factors to be considered in reviewing communications activity will include:

- Media coverage
- Exposure on non-CCG outlets
- Feedback through patient groups on clarity of the proposals
- Healthwatch feedback
- Complaints
- Numbers of people participating

Resource

We intend to use a cell structure to manage the consultation, to ensure the timely delivery of all materials required and to ensure prompt responses to enquiries. This will include CCG staff, Healthwatch in Devon, Plymouth and Torbay, a GP/practice manager and a communications colleague from Torbay and South Devon NHS Foundation Trust.

Timelines

Week	Milestone
w/c 10 th August	Set up Public Consultation cell.
w/c 10 th – w/c 24 th August	Pre-consultation engagement and planning
Week 1 (w/c 31 st August 2020)	Launch the consultation 1 st September Media & Website
Week 2 (w/c 7 th September)	First digital meeting 11 September – Door drop lands
Week 3 (w/c 14 th September)	Second digital meeting 17 September
Week 4 (w/c 21 st September)	Third digital meeting 23 September
Week 5 (w/c 28 th September)	Fourth digital meeting 29 September
Week 6 (w/c 5 th October)	Fifth digital meeting 5 October
Week 7 (w/c 12 th October)	Sixth digital meeting 17 October
Week 8 (w/c 19 th October)	Final week of consultation
w/c 26 th October – w/c 23 rd November	Consultation closes midnight, 26 October. Analysis of feedback, evaluation of alternative options
w/c 14 th December	Governing Body meeting 17 th December