

Communications and Engagement for Service Redesign



NHS Arden and Greater
East Midlands
Commissioning Support Unit
NHS Midlands and
Lancashire Commissioning
Support Unit

Need to change a local health or care service? Know it's complicated but unsure exactly what you need to do? Lacking internal capacity to support?

It's important to understand your statutory duties when you're thinking about changing, moving or closing a service. Taking the right path from the start can avoid time-consuming and costly repercussions later on.

Protect your organisation's reputation

- ▶ Keep your organisation safe through:
 - > meaningful public and stakeholder involvement
 - > clear and transparent communications
 - > advice to ensure you follow the legal requirements
- ▶ Capitalise on our vast experience of national and regional engagement and consultation
- ▶ Equality, diversity and inclusion intelligence to underpin your engagement with seldom-heard audiences
- ▶ Additional resource for your team for this time-consuming activity.

What makes us great

- ▶ Our professional team of experts is led by:
 - > clinical experience
 - > academic expertise
- ▶ Up-to-date knowledge of the legal and policy framework
- ▶ We're an NHS organisation committed to public service values.

What's included

- ▶ Strategic advice on whether you need to engage or consult
- ▶ Bespoke stakeholder mapping
- ▶ Clear communications for patients, staff and public
- ▶ Tailored engagement activities suitable for your audiences
- ▶ Expertise in engaging with the seldom-heard
- ▶ Detailed analysis and reporting to support evidence-based decision-making
- ▶ Equality, diversity and inclusion advice and support.

