

# 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.



Strategic advice and equality, diversity and inclusion advice and support

