

## Good Practice Guide Appendices Appendix 24

### Cluster Communication and Engagement Strategy

Clusters should put in place a **cluster communication and engagement strategy**. The strategy will describe the cluster's stakeholders and audiences, the channels and approaches used to communicate and engage with them, responsibilities for making this happen, how success will be measured, risks to delivery, and goals for continuous improvement in communication and engagement.

Key aims for the **strategy** are to enable effective communication and engagement with key stakeholders by:

- Confirming the cluster's communication and engagement principles (*above*)
- Setting out the cluster's communication and engagement goals (*what are we trying to achieve*)
- Describing the cluster's stakeholders and audiences (*who are our stakeholders*)
- Setting out the channels and approaches used to communicate and engage with them (*how will we engage and communicate with them*)
- Clarifying the responsibilities for making this happen (*who will do it, and how will you enable them to do it*)
- Defining what success looks like and how it will be measured (*how will we know if we have done it*)
- Identifying and addressing risks to delivery (*what might stop us achieving this*)
- Setting out goals for continuous improvement in communication and engagement (*how will we seek and use feedback so that we get better at communications and engagement over the next one to five years*)

*[Pending confirmation of proposed approach for addressing statutory and mandatory requirements relating to service change and engagement with CHCs]. It should also include a compact for joint working between the cluster, Health Board and Community Health Council.*

The strategy will be a high level document at cluster (organisational) level which helps you identify the main things that you will do on a regular basis. For example, it may say things like "We will issue a weekly email bulletin to all staff and cluster members that provides news and developments from the cluster leadership team". A **template<sup>xx</sup>** for clusters to produce a cluster communication and engagement strategy is available.