Good Practice Guide Appendices Appendix 30

Defining What Success Looks Like – Communication and Engagement

In the sections above you have confirmed your cluster principles, identified your goals, described your stakeholders, and considered the channels you can use to engage and communicate with them.

The next step in developing your cluster communication and engagement strategy is to make it happen by clarifying who will do what, by when, and how you will know if you have done it, e.g.

Goal	Audience	Channel/Approach	Responsibility	Monitoring
Build	Cluster staff	Monthly email	[named	Bulletin issued
relationships	and	bulletin to all staff	responsibility]	12 times each
between the	members	and members		year
cluster and its		sharing cluster news		
staff and		and developments		Annual user
membership				survey
using				
appropriate				
engagement and				
communication				
methods				
Raise the profile	All	Establish web page	[named	Reviewed
of the cluster		on Health Board	responsibility]	quarterly
and its role, and		website to provide		
how		core information		Monitor
stakeholders can		about the cluster		contacts made
engage with and		and how people can		through
influence the		get involved		website
cluster				

Establish and	Health and	Establish database	[named	Databased in
maintain	Care System	of "champions" to	responsibility]	place and
effective two-		work with the		refreshed
way engagement	Wider	cluster to share		quarterly
and	Stakeholders	information and		
communication		bring feedback and		Quarterly
channels with all		insight		champions
stakeholders				events

Understanding Risk

It is good practice in the development of any strategy to identify the key risks to the delivery of the strategy. For example:

- Have you identified communications mechanisms and processes that rely on key individuals such that the activity will not take place if they are not available?
- Are you able to allocate the necessary resource to ensure that statutory and mandatory requirements are met?

Your approach to managing risk in relation to communication and engagement will evolve over time.

Continuous Improvement in Communication and Engagement

Ensuring that comments, information requests, advice and any feedback from the public and service users are considered and used to inform cluster developments will be vital to the success of the cluster.

Alongside this, you should use feedback from your local engagement to ensure that communication tools are adapted to meet the needs and answer the queries of specific audiences. For example, an annual or twice-yearly stakeholder audit can help you understand whether you are meeting your communication and engagement goals.