

## Good Practice Guide Appendices Appendix 31

### Cluster Communication and Engagement Delivery Plans - OASIS

The section above focuses on the development of an overarching communications and engagement strategy for the cluster. Alongside this you will want to develop **cluster communications and engagement delivery plans**. These will be more detailed plans for a specific cluster goal or campaign.

For example, if your cluster has identified a local goal to increase the uptake of community pharmacy services then you would write a short communication and engagement plan to support this. It will describe a planned sequence of communication and engagement activities that uses a compelling and co-produced narrative over time to deliver a defined and measurable outcome.

OASIS is an approach to campaign planning developed by the Government Communication Service. It offers a series of simple steps that can help bring order and clarity to your plan.

- **Objectives:** Set out what your communication and engagement activity intends to achieve. Start with the policy aim (e.g. increasing uptake of community pharmacy services) and develop communication and engagement objectives that help to deliver this. Objectives should be specific, measurable, achievable, realistic and with a timeframe. They should focus on outcomes and not outputs, and will normally relate to changing attitudes or behaviour.
- **Audience Insight:** Define who the campaign or plan is aimed at, what changes you are looking to encourage, and what barriers there may be to change. Understanding your audience is critical to the success of your plan. Use insights to build a full picture of who they are, and how you reach them in ways that will help you deliver your desired outcome.
- **Strategy/Idea:** Define your core message (it is often useful to think about an “elevator script” i.e. how you would explain the concept to someone in one minute in a lift), and set out the strategy you will use to achieve the outcome (e.g. flow charts or driver diagrams can be useful ways to express this)
- **Implementation:** Once you have defined your approach, you can set out the tactics you will use (and how you will enable others to deliver the message and be part of your campaign).
- **Scoring/Evaluation:** Make sure you are clear how you will measure success, in terms of outputs and outcomes.

Often your OASIS plan will be no larger than a single sheet of A3. The more complicated your plan the less likely that you can deliver it within available resources.

An OASIS planning template is available to support you to develop short communication and engagement plans to help you deliver your objectives. More information about the OASIS model is available from the Government Communication Service website at [www.gcs.civilservice.gov.uk](http://www.gcs.civilservice.gov.uk)

### **Information for management and sharing**

Constituent partners within the cluster will need to be mindful of the nature of the information they share through communication and engagement and of relevant statutory requirements, particularly data protection. Personal patient level information must be anonymised and aggregated where it forms part of your communication and engagement activities (see Chapter 9). Policies and processes will be developed to enable appropriate data to be exchanged.