

WBCCG Communications Key Actions April & May 2012

Key Tasks	Deliverables	Actions
CCG Reputation management	<ul style="list-style-type: none"> <li>• CCG awareness</li> <li>• Confidence in CCG</li> <li>• Evidence of excellence</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness campaign April - July includes media relations, advertising campaign, introduction to WBCCG brochure</li> <li>• “Meet the Press” sessions</li> <li>• Increased use of web site &amp; social media</li> <li>• “Commissioning Success” magazine feature</li> </ul>
Engagement support	<ul style="list-style-type: none"> <li>• Developing PPG effectiveness</li> <li>• Increased GP engagement</li> </ul>	<ul style="list-style-type: none"> <li>• PPG development road shows</li> <li>• PPG Forum meeting input</li> <li>• Increased consultation content on CCG web site</li> </ul>
CCG web site	<ul style="list-style-type: none"> <li>• Improved site with more information</li> <li>• Develop as an effective engagement tool</li> </ul>	<ul style="list-style-type: none"> <li>• News section supporting documents</li> <li>• CCG board papers onto web site after April meeting</li> <li>• Photos of CCG Board onto web site</li> <li>• “Get Involved” section increased consultation content</li> </ul>

CCG Authorisation	<ul style="list-style-type: none"> <li>• Support authorisation process</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare case studies</li> <li>• Deliver key communication projects</li> </ul>
ALW PCT support	<ul style="list-style-type: none"> <li>• Successful transition</li> <li>• Statutory requirements met</li> </ul>	<ul style="list-style-type: none"> <li>• Retrospective funding applications for long term care on ALW PCT web site home page (DH requirement)</li> <li>• ALW PCT Annual report 2011/12 support (GM Cluster requirement)</li> <li>• A&amp;E pressures press release issued (GM Cluster requirement)</li> <li>• Major Trauma changes communications support (GM Cluster requirement)</li> </ul>

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17.4.12