

WBCCG Communications Key Actions April & May 2012

Key Tasks	Deliverables	Actions
CCG Reputation management	<ul style="list-style-type: none"> • CCG awareness • Confidence in CCG • Evidence of excellence 	<ul style="list-style-type: none"> • “Introduction to WBCCG” five page advertising feature in Wigan Observer on 24th April • “Meet WBCCG” local media introduction session on 19th June • “Commissioning in action” WBCCG feature in Commissioning Success magazine, June edition
Engagement support	<ul style="list-style-type: none"> • Developing PPG effectiveness • Increased GP engagement 	<ul style="list-style-type: none"> • PPG development sessions held on 15th, 22nd, 30th May. • PPG Forum meeting 17th April • WBCCG Board members SharePoint trial • Advert in local newspapers to invite public along to every WBCCG Board meeting
CCG web site	<ul style="list-style-type: none"> • Improved site with more information • Develop as an effective engagement tool 	<ul style="list-style-type: none"> • Improvements to News, Meet the Board, Services, Get Involved & Your Health sections of CCG web site • Phase 2 development specification prepared

ALW PCT communications	<ul style="list-style-type: none"> • Successful transition • Statutory requirements met 	<ul style="list-style-type: none"> • Retrospective funding applications for long term care on ALW PCT (DH requirement) • Be Clear on Cancer communications (DH requirement) • ALW PCT Annual report 2011/12 support (GM Cluster requirement) • A&E pressures press release issued (GM Cluster requirement) • Major Trauma A&E communications (GM Cluster requirement) • 111 phone number change communications (GM Cluster requirement) • Safe & Sustainable communications (GM Cluster requirement) • Long Term Conditions communications (GM Cluster requirement) • GP Practices, dentists, opticians & pharmacies addresses information leaflets reprint (PCT requirement) • Find & Treat support (PCT requirement)

Paul Wilson

16.5.12