



Wakefield District
Health & Care
Partnership

Wakefield District Health & Care Partnership Communications Strategy 2022

Proud to be part of
West Yorkshire Health and Care Partnership



Contents

Introduction.....	4
1. Aims	5
2. Key messages	5
3. Stakeholders.....	5
4. Evaluation.....	7
5. Establishing our new identity as Wakefield District HCP	7
5.1 Promoting our Health and Wellbeing Strategy.....	8
6. External communications channels.....	8
6.1 Partner organisations channels	8
6.2 Digital channels	9
6.2.1 Website.....	9
6.2.2 Social media	11
6.2.3 Newsletters and stakeholder updates.....	12
6.3 Non-digital channels.....	13
6.3.1 Printed materials.....	14
6.3.2 Community information screens.....	14
6.3.3 Outdoor communications	15
6.3.4 Face to face and on-line groups.....	15
7. West Yorkshire HCP communications and channels	15
7.1 Campaigns and pledges	16

7.2	West Yorkshire intranet and website	16
8.	Internal communications for Wakefield District partners	17
8.1	Health and care awards.....	18
8.2	ICP committee bulletin.....	19
9.	Operational communications	19
10.	Media liaison	20
11.	Accessibility and inclusion	21
12.	Staffing resources.....	21
12.1	Wakefield staffing resources and responsibilities	21
12.2	West Yorkshire staffing resources and responsibilities.....	22
13.	Budget.....	23
14.	Our priorities for 2022	23
	Appendix A: Wakefield District HCP membership	25
	Appendix B: takeholders and channels audit	26



Introduction

Wakefield District has a strong history of effective partnership working. We have a proven track record of achieving the best results for local people by working together. We are proud to be part of West Yorkshire Health and Care Partnership, which also has well established partnership networks in place.

The changes outlined in the Health and Social Care Act are expected to take effect in July 2022. This provides a formal framework for our way of working which, to a large extent, is already in place across the district. Statutory responsibility for commissioning NHS services will pass to West Yorkshire Integrated Care Board (ICB), however local decision making and delivery will largely be delegated to the five places. In Wakefield District, these decisions will be made by our existing partnership board, which will become a sub-committee of the ICB, and supported by our various alliances and working groups. Some decisions and actions will be taken across West Yorkshire where it is beneficial to do so.

The Wakefield Health and Wellbeing Strategy is developed with Wakefield Health and Wellbeing Board, then delivered by Wakefield District Health & Care Partnership (HCP). This strategy is being reviewed for implementation from 2022/23.

This communications strategy has been developed by the Wakefield District HCP communications, involvement and engagement workstream. It is intended to support a more proactive approach to communications for the partnership, sharing our successes and aspirations.

It will help us to promote a new identity for Wakefield District HCP, establishing a visible presence for staff and stakeholders and ensuring we have a robust communications framework in place. It will also support the transition to our new strategic operating model, helping staff and stakeholders to understand the nature of our partnership across Wakefield District and with our West Yorkshire colleagues. Our partners are listed in Appendix A.

Once our new Health and Wellbeing Strategy is in place, and as we move into the new strategic framework of the Health and Social Care Act, our communications strategy will support the new priorities which have been identified for the partnership.

1. Aims

Our communications aims over the next 12 months are to:

- Embed the new Wakefield District HCP name and brand identity.
- Develop an understanding amongst staff of the partnership, and their role within it.
- Raise public awareness of Wakefield District HCP and its work to promote public health and wellbeing, reducing health inequalities across the district.
- Illustrate how Wakefield District sits within the wider West Yorkshire partnership.
- Work together to achieve shared goals and ensure consistent messaging on Wakefield and West Yorkshire initiatives.
- Provide communications support for programmes emerging from the Wakefield District HCP workstreams, where possible and appropriate.

2. Key messages

Key messages for the partnership include:

- A broad range of organisations and work support the health and wellbeing of Wakefield District residents.
- We work to provide effective and efficient health and care services, tailored to meet the needs of our local communities and residents.
- We work to reduce health inequalities across Wakefield District, enabling everyone to enjoy a healthy standard of living.
- We aim to give every child the best start in life.
- We provide information and support to help everyone live a happy, healthy lifestyle.
- We are proud to be part of West Yorkshire Health and Care Partnership.

Further key messages can be developed to support the new Health and Wellbeing Strategy. They can also be developed for individual programmes of work as required.

3. Stakeholders

The stakeholders for Wakefield District HCP are wide and varied. Consideration should be given to the following:

- Staff
- Patients and carers
- Unpaid carers
- Wakefield District residents

- Local businesses
- VCSE organisations (some of which are part of the HCP network of organisations)
- Local community groups
- NHSE/I and WY system partners
- Local influencers and opinion formers
- Clinicians and General Practice
- Media

A stakeholder and channels audit (Appendix A) has been conducted across the partner organisations to consolidate our current stakeholder profile and demonstrate how we can reach these audiences across the partnership. This will be monitored by the communications, involvement and equality (CIE) workstream.

Particular consideration should be given to how we reach health inclusion groups across the District. This will be a regular and ongoing focus point of the CIE workstream, building on the good practice which is already in place. This has been particularly important during the COVID-19 pandemic, and some good community links have been established. It is important we continue to listen and learn.

Good practice includes reaching out to people in their familiar environments and through channels which are meaningful and accessible to them. This will vary for different groups, at different times and for different aspects of health and wellbeing.

There are a number of stakeholder groups in place across the district and the partnership. This creates useful opportunities to talk about health and care, enabling us to keep in touch with the view, needs and wants of local people on an ongoing basis. It also provides targeted forums at which particular topics can be discussed in more detail, to help steer our approach to communications and involvement.

Information on our various stakeholder groups and how to access them will be included on the Wakefield District HCP website.

4. Evaluation

A baseline of awareness of the partnership amongst key audiences will be established through a short survey in early 2022. We will measure and monitor our progress through social media and digital analytics, on and offline conversations, responses to our campaigns and events, and feedback from our staff, patients, partners and local people. We will, where necessary, adapt our strategy, plans and tactics in response to feedback from our key stakeholders.

5. Establishing our new identity as Wakefield District HCP

Wakefield District HCP has recently adopted a new name, replacing Connecting Care+ and Wakefield Integrated Care Partnership, to reflect the wider nature of the partnership and the language of the Health and Social Care Act. Brand identity guidelines have been developed, and can be found in the partnership section on NHS Wakefield CCG's website [here](#). This document outlines how our new name, logo and design style should be used in a consistent way, to help our stakeholders become more familiar with our partnership. This includes describing our partnership in a consistent way:

Wakefield District Health & Care Partnership works to improve the health and wellbeing of local people, by reducing health inequalities, providing continuity of care and improving our services. Our partnership includes NHS organisations, Wakefield Council, Healthwatch Wakefield, housing, voluntary and community sector organisations. We are proud to be part of West Yorkshire Health and Care Partnership.

An infographic will also be developed, which will outline our vision, values and commitments for Wakefield District HCP. This can be shared with staff and stakeholders and will provide a useful illustration of purpose and nature of our partnership.

Further activity to promote our partnership to staff is outlined in the section 8 of this strategy – internal communications.

5.1 Promoting our Health and Wellbeing Strategy

Our Health and Wellbeing Strategy draws together the key priorities which Wakefield District HCP is working together to support. A communications plan will be developed for the newly updated strategy, which is expected to be implemented from March 2022.

6. External communications channels

Identifying the right channels for communications activity is an important part of ensuring we have the means to reach our wide range of stakeholders. Some messages will be relevant to all audiences and channels, others will require careful targeting.

At present, communications messages relating to the partnership are shared via the existing channels of the partner organisations, both internally and externally. This has the advantage of reaching a wider audience, both in terms of the spread and the number of established contacts. It also provides flexibility in tailoring messages to particular stakeholder groups and partners.

However, relying solely on partners own channels can limit the way in which we promote Wakefield District HCP as a partnership. Without careful coordination, it can become fragmented and inconsistent, with some partners and stakeholder groups receiving a more regular flow of information than others. It also does not provide staff or the public with a central source of information.

Developing some dedicated channels for Wakefield District HCP will give us the opportunity to develop a visible presence for the partnership, providing a central hub for key information and campaigns on behalf of the partnership. These will be introduced when the statutory changes of the Health and Social Care Act come are implemented.

6.1 Partner organisations channels

Wakefield District HCP communications messages and articles will continue to be shared via the existing channels of the partner organisations, both internally and externally, with links to the central HCP platforms. Materials are sent to CIE workstream members

(copying in generic inboxes where contact details have been provided) who are responsible for ensuring they are used as appropriate.

Some materials and messages will be appropriate for use across all partners. It is asked that standardised text is used for consistency purposes, which will be provided on each occasion. In other instances, materials and messages may be targeted to selected partners and stakeholder groups. On these occasions, these partners will be asked to share the materials and other partners will be copied in for information purposes.

6.2 Digital channels

6.2.1 Website

Introducing a dedicated website for Wakefield District HCP would provide us with a consolidated hub for public and stakeholder information about the partnership. This will be a key aspect of building a visible identity for the partnership. It will provide a backdrop of information about health and wellbeing across the district, providing a central focal point for all our communications activity.

Some information would be held directly on the partnership website. Other things would be accessed via links to West Yorkshire HCP, NHS.uk, GOV.uk, partner websites and other relevant sites.

The website would be primarily managed by the HCP communications team for Wakefield District (current CCG team). Other staff and partners can be given access to sections of the site as appropriate, for example involvement, HR, specific campaigns leads.

The website will be set to meet GDPR and WCAG 2.1 standards, with mobile/tablet optimisation. Pages will also be set so they can be printed out if required.

The content for a partnership website could include:

- Overview of Wakefield District HCP, its vision, priorities and partners.

- Outline of the structure of the partnership and how the various sub groups and alliances come together.
- Links to the new Wakefield District Health and Wellbeing strategy (LA website) and Joint Strategic Needs Assessment (standalone website managed by LA).
- Current programmes of work, eg transformation programme, Big Conversation.
- Involvement opportunities and stakeholder groups.
- News and updates.
- Public voice – Healthwatch role.
- Key policies and publications for the partnership (including legacy CCG documents if required).
- Relevant national and local services directories (eg NHS, Wakefield Council, Nova).
- Wakefield District and West Yorkshire health and wellbeing awareness campaigns.
- Healthy living advice and suggestions.
- Wakefield District HCP staff section – practical information for staff across the partnership, eg training, conferences, guides etc.
- Job vacancies across the system (linking to partners websites where appropriate).

There is also the option to include a dedicated section for professional stakeholders. This would replace some of the information previously held on CCG platforms, for example General Practice. The way forward for this type of operational communications is currently being discussed with primary care colleagues, with consideration being given to how and if key information can be moved onto clinical systems. However, a section on the website may provide an interim or additional solution for some purposes.

Until the new Wakefield District HCP website is introduced, in addition to sharing through partners, key information will be shared on the CCG website under a specific section for the partnership, which will be updated and rebranded for the partnership. This will provide a shorter term, consistent location for partnership information. A standard web page about the partnership will be produced and shared with partners, with an option to link to the

partnership section on the CCG website. This link will be updated to the new partnership website once it is live.

6.2.2 Social media

Social media is key to increasing the visibility of our partnership and raising our profile. As we adopt a more proactive approach on behalf of our partnership, we will need to maintain a regular flow of social media posts.

Introducing dedicated social media channels for our partnership will give us a single collective voice for the breadth of health and wellbeing work we undertake together on behalf of our local population.

Our approach is to start with Twitter and Facebook. We will adopt the existing platforms which have been very successfully established by NHS Wakefield CCG, when the CCG ceases to operate in July 2022. This will give us a well established network of followers who already have an interest in local health and wellbeing.

Twitter: 12.5K followers

Facebook: 5,263 followers

Both platforms are Blue Tick verified and we will ensure we retain our verified account status when the platforms are rehandled and reskinned to represent the partnership.

To establish our partnership CCG platforms, we will run a campaign for one month prior and three months after the change, to promote Wakefield District HCP and further strengthen our base of followers. An action plan for this will be developed.

Consideration could also be given to developing other platforms, eg Instagram to reach younger audiences and Linked In for business purposes, when resources permit. Younger people are a key part of our priorities, and Instagram is increasingly a part of the public sector social media mix. Linked In could be useful as we move forwards with new ways of working, involving local businesses.

Likely subjects for our social media posts on an ongoing basis could include:

- Awareness days
- COVID-19 messaging
- Campaigns (Wakefield District and West Yorkshire)

- Health and wellbeing advice
- News updates (Wakefield District and West Yorkshire)
- Partnership achievements (Wakefield District and West Yorkshire)
- Recruitment opportunities
- Topical blogs and vlogs

Our social media postings will be produced to accessibility standards, including text, image / video captions and contrast. Emojis are not accessible so will only be used sparingly for emphasis, with the meaning also included in the text.

Our dedicated platforms will be used in conjunction with the partner organisations platforms, who can continue to promote partnership messages, campaigns and news. This will help to maximise the reach and impact, with partners asked to include the HCP handle on any posts relating to the work of the partnership. For campaigns and announcements, suggested posts and accompanying graphics will be provided, to give consistency of message and avoid duplication of effort.

Senior leaders across the partnership who are active on social media will be invited to share our posts, to increase the reach and raise awareness of their role within the partnership. They will also be asked to include our handle on relevant posts.

6.2.3 Newsletters and stakeholder updates

The Connecting Care+ newsletter included a broad range of articles from partner organisations and was distributed in pdf format through digital channels across the partnership. It was produced on a monthly basis by the partner organisations on rotation. However, the content was not particularly targeted to reflect partnership priorities.

The newsletter had 176 subscribers, from somewhat varied backgrounds. However, opens have dropped considerably, from 31.6% in June 2019 to 14.6% in June 2021 (25 actual opens). This could be for a range of reasons, including COVID-19. The newsletter was

placed on hold in August 2021. It is proposed that a dedicated stakeholder newsletter is not required at this time.

Other newsletters which target specific stakeholder groups can also be utilised to convey key information, news updates and campaigns. For example, there is a weekly newsletter which is managed by the Local Authority and goes to all schools across the District, for onwards dissemination to staff, pupils and parents. These channels change frequently and need to be regularly checked, however some current examples are included in the partnership stakeholders and channels audit which was conducted in autumn 2021. The majority of these newsletters are digital, either relying on access to a central portal or distributed by email or software such as Mailchimp and Microsoft Sway.

An **internal partnership bulletin**, containing key messages from the monthly board meetings, has also been introduced (see section 8.2).

Dedicated **stakeholder updates** may also be issued at certain times, to facilitate key announcements and to share important news. These will usually be issued by email. Messaging can be tailored to individual stakeholder groups.

Briefings for local MPs and elected members will also be created as and when required, to ensure they are kept informed of key stages in our development and other important local news. These may be produced and shared in conjunction with West Yorkshire HCP as appropriate.

6.3 Non-digital channels

Although digital communications is a key part of our communications strategy, it is important to retain other forms of communications as well. This helps to reinforce our key messages by offering information in a variety of formats and from a range of sources. It also helps to ensure our approach is inclusive of people who are digitally excluded, helping to reduce the digital divide and as such, contributing towards our aim to reduce health inequalities.

Non-digital channels will be considered for each communications activity and utilised as appropriate. This will depend on the duration of the activity, the available budget and the key messages.

6.3.1 Printed materials

Printed materials can include posters, flyers and leaflets, used to promote various campaigns and key messages.

Posters: Posters are a great way to share key messages and promote campaigns in community settings, such as hospitals, Practices and community venues. There is a cost and time element involved, so they should only be used for things which need to be displayed for longer periods of time, or for very urgent messages.

Posters should ideally be printed on anti-bacterial paper stock to reduce the spread of infection. This is available via commercial print, however it does mean that hard copies need to be posted out to the recipient venues.

Posters can also be shared by email for print and display at the venue, where this can be managed in a hygienic way by the recipient.

Leaflets and flyers: Leaflets and flyers carry a risk of infection if they are displayed in dispensers where multiple people may touch them. They also rely on busy staff to keep the dispenser replenished. However, they can be useful to convey information in a non-digital format, especially in situations where they can be handed out on an individual basis.

6.3.2 Community information screens

Information screens are available in community venues across the district, including hospitals, practices and public venues. This is a useful way of portraying key messages to a wide public audience in a visual format. It can be helpful way to reinforce campaigns, and is also useful for some health inclusion groups, including those with low literacy levels, learning disabilities and English as a second language, as it relies on informative use of images as well as text. It is also useful for digital inclusion, as you do not need to own or be able to use a device or the internet. However, it is not accessible for some people with visual impairments and as such should not be relied upon in isolation.

In some locations, use of these screens is free of charge, in other locations it is classed as advertising and there is a cost involved. The format for the stories also varies from one system to another and should be checked prior to developing materials.

6.3.3 Outdoor communications

Outdoor advertising, for examples buses and bus shelters, is another way to convey key messages to a wide public audience. It can be a useful element of big campaigns, helping to reinforce key messages and is also useful for some health inclusion groups, including low literacy levels, English as a second language and digital exclusion. However, it is not accessible for some people with visual impairments and as such should not be relied upon in isolation.

Outdoor advertising can be expensive, and costs should be researched and factored into the campaign budget.

6.3.4 Face to face and on-line groups

As outlined in section 4.1, a number of dedicated stakeholder groups are in place across the district. This provides an opportunity for people with a common interest to come together to discuss key issues relating to health and wellbeing. As a result of the pandemic, these groups have primarily held virtual meetings, which does require a degree of digital accessibility in that a device and internet connection is needed. However, beyond this it does open up possibilities to involve a wide range of stakeholders, including some people who may experience difficulties accessing information via our digital platforms.

Looking forwards, it is anticipated that a mix of virtual and physical meetings will be offered.

7. West Yorkshire HCP communications and channels

Wakefield District HCP is one of five places which come together to form West Yorkshire Health and Care Partnership. This provides opportunities to work together on shared priorities and health and wellbeing campaigns.

Being a part of the West Yorkshire system also provides opportunities to raise Wakefield District's regional profile by sharing news of our successes across West Yorkshire's channels.

West Yorkshire HCP channels which we are able to access include:

- Contributions to a weekly ICS partners update.
- Contributions to an Improving Population Health bulletin which goes to over 300 stakeholders every two weeks.
- All CCG (ICB) staff briefings with Kathy Elliott and Rob Webster.

7.1 Campaigns and pledges

On some occasions, Wakefield District may be asked to take the lead or contribute towards developing the messages and materials for a campaign. On other occasions, we will be provided with materials which have been developed and asked to share across our channels. We may also be asked to promote, support and sign up to pledges, for example Root Out Racism.

7.2 West Yorkshire intranet and website

West Yorkshire HCP has a well established **website** which provides a central portal for regional news, updates and campaigns. The website also includes links to each of the five place based partnerships, illustrating the breadth of the wider partnership and providing an additional way to access information relating to each place.

West Yorkshire is also developing an **intranet** which will be a central internal resource for all direct West Yorkshire Integrated Care Board employees from July 2022. This will include staff who are deployed in the five place based partnerships (ie, former CCG employees) as well as the West Yorkshire central teams. Whilst in the early stages of its development, this is likely to provide a useful resource to share policies, staff opportunities, news and resources.

Whilst this will not be accessible to staff from other partner organisations, it is still a useful resource for Wakefield District HCP. The place based communications and involvement team for Wakefield District will be able to review the content on this intranet and share messages and materials across Wakefield partners as appropriate. This could include links to the proposed staff area on our Wakefield District HCP website.

As such, it is not considered necessary to develop a separate intranet for Wakefield District HCP at this time.

8. Internal communications for Wakefield District partners

Levels of awareness of Wakefield District HCP and its work varies considerably amongst different stakeholder groups, including our collective workforce. Some staff understand how they are involved, others may fulfil roles or functions which fall within the remit of the partnership but may not be fully aware this is the case. We need to help our workforce understand the benefits, for their organisation, for themselves as staff and for our local population.

As we prepare to implement the new arrangements for our partnership outlined in the Health and Social Care Act, this presents a fresh opportunity to help our workforce understand the nature and benefits of our partnership. Our new Health and Wellbeing Strategy, which will be published in March 2022, is also a great opportunity to illustrate how we work together to improve health and wellbeing across Wakefield District.

The following activities could be considered, starting in the spring if system pressures allow, with an additional push in July 2022 to mark the implementation of the statutory changes:

- Multi-agency Microsoft Teams staff events and/or vlog from our place-based leaders.
- Introduction to our new look partnership - bulletin and/or web page, with a committee member for each partner organisation or sector representative, providing a top level outline of how their organisation/sector links in with the partnership (a version of this content could also be shared with external stakeholders).
- Flow chart showing how the various organisations and collaboratives come together under the banner of the partnership.
- Continued focus on multi agency staff benefits and opportunities.

- Wider range of leaders from the various partners to be quoted in staff facing articles, to help our workforce become familiar with our leadership team, and see their own organisation represented within this.

These initiatives will be promoted via the partner organisations internal channels, as well as a staff section on our new website once available.

Moving forwards, the profile of the partnership could be brought to life, by:

- Profiling staff in various roles and organisations across the organisation, showcasing the wide range of opportunities we have
- Continued articles promoting shared key initiatives, eg the opportunities presented by the People Plan, to help staff understand the benefits available to them as a collective workforce.
- News and updates from the Health and Wellbeing board (some of which may also be suitable for external stakeholder news items and/or social media).
- Profiles on the various alliances to showcase the wide reaching nature of the partnership and all its sub streams.
- Promoting our achievements and challenges to our staff and other stakeholders.

8.1 Health and care awards

Several of the partner organisations have their own internal staff awards. In 2021, a Caring Through COVID Awards was also held, for care sector employees, which was well received.

To promote a sense of belonging to a wider system, consideration could be given to introducing an awards scheme for the partnership, to celebrate our collective workforce as a whole system. This could be introduced either for Wakefield District or across West Yorkshire. It could also present opportunities to involve members of the public and as such, help to promote awareness of the partnership and the excellent work which is undertaken. This can be via a public vote for one or more award categories, or to nominate people, both of which have proved to be very worthwhile with other awards schemes.

Consideration will also be given on an ongoing basis to entering external health and care sector awards, to demonstrate and celebrate our achievements across the partnership.

8.2 ICP committee bulletin

A new committee bulletin was introduced in October 2021, marking the move to shadow arrangements in West Yorkshire and Wakefield District. This short format bulletin provides a top level overview of highlights from the committee meeting. It is targeted at senior managers, and is shared by email with committee members, to cascade as appropriate amongst their staff. This helps to raise awareness of the decisions made by the committee and provides consistency of message.

9. Operational communications

Although the primary focus of this strategy is staff and stakeholder communications, some support is requested and provided for operational communications. As we move forward into our new working arrangements, particular consideration should be given to Primary Care communications and the measures which are currently provided by NHS Wakefield CCG. This includes:

- Primary Care Update - weekly newsletter (originally established at the start of the pandemic, now including other news and updates)
- Access to news and information on the CCG intranet, including a targeted primary care section.

The primary care team is looking into alternative ways to provide key information to practices, including via clinical systems. A dedicated section for primary care could be included on the Wakefield District HCP website. West Yorkshire HCP is also considering whether a regional approach to some aspects of primary care communications might be beneficial.

Further exploration is needed over the next few months to establish the communications requirements for primary care and the most appropriate channels to have in place. As part of this, the future of the weekly Primary Care Update will be reviewed.

10. Media liaison

Our local media is a key aspect of our external communications and can offer support in sharing news and important updates with the public. As we adopt a more proactive approach to communications for our partnership, it is important to establish some parameters for how we will provide our media liaison services, and the balance between West Yorkshire, Wakefield District and individual organisation's activity. The following approach has been agreed with the CIE workstream:

- Wakefield District HCP placed based communications team (current CCG team) will issue most media releases relating to the work of the partnership, quoting one or more partner organisations depending on the story.
- Others may also issue a partnership media release in relation to a project they are leading on. In order to retain a cohesive approach, this should be shared with the core communications team prior to issue.
- Media releases will be approved by the appropriate senior manager. Copies will be shared across the partner organisations for inclusion on websites and intranets.
- Incoming media enquiries relating to the work of Wakefield District HCP will be handled by the place based communications team (or nominated project lead), liaising with individual organisations as required. If such an enquiry is received by a partner organisation, this should be referred to the team.
- Any enquiries received by the place based communications team relating to an individual partner organisation will be passed to that organisation.
- Media releases relating to West Yorkshire news and campaigns will normally be prepared and issued by the West Yorkshire team. Support may be asked for distribution to local Wakefield media outlets, and copies can also be added to local websites.
- If a media enquiry is received locally which relates to wider system work, this will be referred to the West Yorkshire communications team, however local input may be requested.
- Some media enquiries may also need input from, or to be referred to, the NHS England and Improvement North East and Yorkshire communications team.

11. Accessibility and inclusion

We aim to ensure our communications activity is accessible to as many people as possible. This includes:

- Providing materials in alternative languages and formats, including large print and Easy Read.
- Following best practice standards for accessible written materials, including the use of Plain English and accessible documents settings.
- Ensuring our digital platforms meet the appropriate accessibility standards, including settings and creating accessible content.
- Providing hard copies of digital materials on request, including website pages which will be set to print on A4 as standard.

Specific measures for accessibility and inclusion, including health inclusion groups, digital inclusion and technical accessibility have also been indicated in the appropriate places through this strategy document.

12. Staffing resources

As part of West Yorkshire HCP, we adopt the principles of working in partnership for all our communications, involvement and equality activity.

12.1 Wakefield staffing resources and responsibilities

All CCG communications and involvement staff will be employed by West Yorkshire ICB once the transformations of the Health and Social Care Act take effect. It is anticipated the current Wakefield CCG staff will be deployed at place, forming the placed based team for Wakefield District HCP communications and involvement activity.

This team will be supported by communications and involvement colleagues from the partner organisations across the district. This might include:

- Onward distribution of communications materials.

- Support for involvement work.
- Involvement in task and finish groups for selected pieces of work.
- Opportunities to take the lead on some pieces of work (depending on the size and nature of the project).

Our approach to equality across West Yorkshire is currently being considered, and a separate proposal outlining the ongoing capacity and commitment which will be required is being prepared.

Our approach to involvement is informed by the feedback we received from our stakeholders and also by the Joint Strategic Needs Assessment.

Gary Jevon as Senior Responsible Officer (SRO) and Ruth Unwin as expert adviser are the senior links between the CIE workstream, Wakefield District HCP SRO group and Wakefield District HCP board.

12.2 West Yorkshire staffing resources and responsibilities

West Yorkshire has a small communications and involvement team which leads on programmes of work across West Yorkshire. This team provides a central link for the five place based partnerships across West Yorkshire and also links in with national teams.

Our Wakefield District staff work closely with this central team, providing place based support for West Yorkshire initiatives. We may also be asked to lead on some aspects of work on behalf of West Yorkshire. As part of this approach, West Yorkshire has recently undertaken a piece of work entitled Single System Solution. This looks at the resources we have and need across West Yorkshire, including digital, software, licenses etc. This will help to identify how we can best support each other by purchasing and fulfilling some actions as a wider system.

West Yorkshire HCP communications and involvement model is currently being reviewed, developed through co-production with partners across the five places.

13. Budget

Some of the actions identified may require a standalone budget to deliver. For example, developing a new website, print and design costs for the Health & Wellbeing Strategy, production of materials. Quotations will be provided at the appropriate times for these aspects of work and process through the appropriate systems.

14. Our priorities for 2022

As we prepare for the implementation of the Health and Social Care Act, the following priorities will be progressed by the CIE workstream:

Action	Strategy section
Rollout of the new Wakefield District HCP brand, including brand development work.	5
Internal staff awareness survey, to provide a baseline against which we can measure increased awareness as the partnership grows.	4
Internal communications activity to promote awareness of the partnership amongst staff, in preparation for the new statutory arrangements.	8
Promotion of the new Health and Wellbeing Strategy and the priorities identified.	5.1
Development of Wakefield District HCP website (for launch in July 2022)	6.2.1
Development of Wakefield District HCP section on CCG website (for use January – June 2022).	6.2.1
Consideration of stakeholder groups, including health inclusion groups.	3

Action	Strategy section
Consideration of additional social media platforms to complement our profile on Twitter and Facebook, reaching further audiences.	6.2.2
Social media activity to raise awareness of the partnership, with a specific push around July when we introduce the new partnership platforms.	6.2.2
Promotion of health and wellbeing campaigns.	7.1
Identify and promote good news stories and achievements, via SRO group, Provider Collaborative and Health and Wellbeing Board.	8
Continue to promote partnership benefits and opportunities to staff, eg People Plan series of articles.	8
Review staff awards schemes across the partnership.	8.1
Review of Primary Care / operational communications	9
Adoption of non-digital channels where appropriate	6.3
Development of an infographic for Wakefield District HCP, outlining its vision and values.	5

Appendix A:

Wakefield District HCP membership

Wakefield District Health & Care Partnership includes NHS organisations, Wakefield Council, Healthwatch Wakefield, housing, voluntary and community sector organisations.

Partner	Website
Age UK Wakefield District	https://www.ageuk.org.uk/wakefielddistrict/
Carers Wakefield and District	https://www.carerswakefield.org.uk/
Conexus Healthcare	https://conexus-healthcare.org/
Healthwatch Wakefield	https://www.healthwatchwakefield.co.uk/
The Mid Yorkshire Hospitals NHS Trust	https://www.midyorks.nhs.uk/
NHS Wakefield Clinical Commissioning Group (CCG)	https://www.wakefieldccg.nhs.uk/
Nova	https://www.nova-wd.org.uk/
Prince of Wales Hospice (Pontefract)	https://www.pwh.org.uk/
Spectrum Community Health CIC	https://spectrumhealth.org.uk/
South West Yorkshire Partnership Foundation Trust	https://www.southwestyorkshire.nhs.uk/
Wakefield Council	https://www.wakefield.gov.uk/
Wakefield District Housing	https://www.wdh.co.uk/
Wakefield Hospice	https://www.wakefieldhospice.org/
West Yorkshire Police	https://www.westyorkshire.police.uk/
Yorkshire Ambulance Service	https://www.yas.nhs.uk/

Appendix B:

Wakefield District HCP stakeholders and channels audit - summary

Stakeholder	Channel	Which partners	Notes
Public	Social media	All	Prominence of Facebook and twitter. Some presence on Instagram, Linked In, Snapchat and Tik Tok.
Public	Website	All	
Public	Newsletters - general	Healthwatch Wakefield, Spectrum, Wakefield Hospice	
Public	Newsletters to targeted groups	Age UK, Carers Wakefield & District, Healthwatch Wakefield, Mid Yorks, Wakefield Council	Senior residents, unpaid carers, volunteers, hospital members, patients, tenants, schools
Public	Groups/meetings	Carers Wakefield & District, Healthwatch Wakefield, Nova	Carers, Patients, young people (13-18), volunteers, Community Hub and Anchor,
Volunteers	Newsletters, website	SWYPFT, Nova	
Volunteers	Groups	Healthwatch	Frequency varies

Practices	Bulletins, newsletters, direct email	Conexus, CCG, Nova	Frequency varies
Practices	Meetings	Conexus, CCG	Frequency varies
Professional groups	Meetings	Healthwatch Wakefield, Nova, Spectrum,	Third Sector Leadership Group, Maternity Voices Partnership, Cancer Alliance, Wakefield District Funders Forum, Sexual Health Provider Network, Alcohol Liaison Service,
MPs, Counsellors	Health and Wellbeing board, Briefings	All	Need to coordinate ICP content to avoid duplication
Charities	Retail association	Wakefield Hospice	
Staff	Intranet, newsletter or email update system.	All	Frequency varies
Media	Media	All	
Public/professional/ VCSE	Mailout to database	CCG, Nova, Wakefield Hospice	Registered interested partners