

# Communication Plan

**New Seaham Medical Group**

*Public engagement on the proposed changes to patient services*

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**Document Control**

Date	Version	Status	Author	Comments
23/11/18	V1.0	1 <sup>st</sup> Draft	Antony White	
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## Distribution List

Version	Name	Location	Date Distributed
1.0	David Steel	NHS England	26-11-18
1.0	Stephen Gwilym	OSC	TBA
1.0	GP Partners	Practice	26-11-18

## Purpose of this document

The purpose of this document is to define all parties who are stakeholders in new Seaham Medical Group. It contains a description of the means and frequency of communication between the stakeholders and the practice team.

## Stakeholders List

All stakeholders who provide or receive services from New Seaham Medical Group should be communicated with

Interested Parties	Communication Method	Frequency of communication	Comments
Patients	Patient specific letter to all patients	Once	See below
	Public engagement events	Two events	Dates & venues to be agreed
	Website post	displayed for full engagement	Front page article with links to engagement events, facebook page & a submissions page for comments
	Facebook page	displayed for full engagement	Facebook page to be created for NSMG, to be promoted on the website and in the practice. Messages to be collated and reposed to.
	Waiting room display	displayed for full engagement	Poster display at both sites
	Leaflets handed out from practice	1000 leaflets to be handed out during engagement	Handed to patients attending the surgery at both sites
	Call board display	displayed for full engagement	Electronic call board to point patients to website, events & facebook
	Comments Box	displayed for full engagement	Available at both sites
CCG	Stakeholder letter	Once	
Overview and Scrutiny	Stakeholder letter & copy	Once	Engagement plan to be agreed by OSC

Committee (OSC)	of plan		
Health & Wellbeing Board	Stakeholder letter	Once	to be emailed
Healthwatch	Stakeholder letter	Once	to be emailed
Local MP Grahame Morris	Stakeholder letter	Once	to be emailed
Local Councillors	Stakeholder letters	Once	Separate letters each to be emailed
LMC	Stakeholder letter	Once	to be emailed
Local GP Practices	Stakeholder letter	Once	
	Practice meeting	Once	Information on enagement and plan to be shared with practice managers
PPG	Patient specific letter	Once	
	Public engagement events	Two events	
	PPG Meeting	Once	To be discussed during next PPG meeting, including asking for help to share proposals and assist in enagement
CCG	Stakeholder letter	Once	
NHS England	Stakeholder letter	Once	Enagement plan and letters ot be approved
Local Pharmacies	Stakeholder letters	Once	To all local pharmacies in practice catchment area
Care Homes	Stakeholder letters	Once	To all care homes who have patients at the practice
Hospital trusts (Sunderland, Durham, and North Tees)	Stakeholder letter	Once	
Macmillan	Stakeholder letter	Once	
South Durham Health CIC	Stakeholder letter	Once	GP federation
Tees Esk Wear Valley Mental health Trust	Stakeholder letter	Once	
Community Nursing	Stakeholder letter	Once	District nurses & health visitors
Local TAP group	Stakeholder letter	Once	(Teams Around Patients) health services in the seaham area.
Community Health Partnerships	Stakeholder letter	Once	Landlord of St Johns site

## **Description of communications & events**

### **Patient Specific Letter**

Letter directed specifically to the patients of New Seaham Medical Group explaining the purpose and format of the public engagement. The letter will include the proposed changes to services, the rationale for these changes and how they can offer comment (written, facebook, website, events, comments box) on the proposals.

### **Stakeholder Letter**

Letter individually written to service providers and other businesses connected to the practice. This letter will explain the proposed changes to services, the rationale for these changes and how they can offer comment (written, facebook, website, events, comments box) on the proposals. Some of these letters will include specific information relevant to their relationship with the practice (i.e. landlord)

### **Public Engagement Event**

There will be two 90 minute public engagement events located in the catchment area of the practice at public venues. The events will be done at times to ensure the maximum availability to both patients and stakeholders of the practice.

During the events there will be a presentation on the changes to services including the rationale for these changes and then follow with a discussion on the proposals with the audience.

These events will be attended by at least 2 representatives of the practice a GP Partner and Business or Practice Manager

### **Dates for the Public Engagement**

The public engagement will run from the 11th December 2018 to the 5th of February 2019