

## Integrated digital care record Citywide Communications Action Plan template

### Overview

The integrated digital care record project is part of the wider integrated health and social care programme in [locality]. The integrated digital care record project is developing a process where frontline health and care professionals will be able to access some key patient information to help ensure that every patient benefits from individualised care that closely meets their needs. When the roll out of the integrated digital care record is completed health and care professionals across the city will be able to view patient records that they are directly caring for.

### Aims of the plan

- To raise awareness of the integrated digital care record among stakeholders
- Ensure appropriate visibility and communication to patients to allow them to make an informed decision if they wish to opt out
- Develop a clear action plan for distribution of resources including anticipated costs
- To establish a mechanism for feedback from all stakeholders and enable the communication activities to evolve and respond to this feedback.

### Audiences and stakeholders

A range of audiences and stakeholders will need to be communicated with including those identified below.

#### Primary audience

- Patients and carers of the GP Practices
- Healthcare professionals including GPs, practice managers, pharmacists and community nursing staff
- CCG staff
- Staff from partner health organisations.
- Local authority staff especially those in frontline roles such as social care
- Local committees including LMC and Community Pharmacy
- Health and Wellbeing Board.
- The media
- MPs and councillors

#### Secondary audience

- Other political bodies and politicians including, scrutiny boards, local area management teams and parish councils
- Specialist trade press.
- Non-healthcare professionals working in IT/ data sharing
- Surrounding local authorities and health care organisations

- Third sector organisations
- Campaigning and lobbying organisations (particularly those who have previously taken a view on NHS data sharing.)
- Staff representatives/unions
- Commercial health organisations

[The communication activities as set out below should be scheduled and costed according to the needs of each locality]

The communications plan needs to be reviewed at the end of each month to ensure that activity is effective. There are naturally some concerns about IDCR and information sharing and the processes set out below should all include mechanisms for feedback to enable all voices to be heard. The communications material can then be adapted to recognise this feedback eg: FAQ's on the website, the development of blogs and case studies which showcase the impact of IDCR.

It also needs to take account of the national picture and any changes in policy direction.

### **Governance**

The progress of the plan, associated risks arising to plan delivery or the wider ICDR will be reported to xxxx.

Communications Channel/Activity	Action	Audience	Actions/ Responsible	Outcome
GPs	Attendance at Practice meetings GP practice bulletins CCG meetings	GP, practice managers and staff	project team  Communication s and engagement team	GPs inform their patients in waiting rooms, at appointments and possible SMS texts
Marketing collateral	<ul style="list-style-type: none"> <li>- Branded plastic folder to keep all materials in</li> <li>- Branded covering letter</li> <li>- A4 posters</li> <li>- A5 four page leaflet</li> <li>- Toolkit providing information for healthcare professionals</li> <li>- Frequently asked questions</li> </ul>	Healthcare professionals  Staff at partner organisations	Communication s and engagement team	Distribution via GP practices & partner organisations
Media relations	<ul style="list-style-type: none"> <li>• Issue press releases, offer interviews with project team as and when required</li> <li>• agree spokesperson for project</li> </ul> <p>Develop and review key media messages</p>	Media – press/radio/online etc  Patients and the public	project team  Communication s and engagement team	Ongoing
Media Training	Arrange media training for key spokespeople if required.			
Video Stories	<ul style="list-style-type: none"> <li>• Re-produce short films of clinical and patient stories for use on website and presentations</li> </ul>	Healthcare professionals	Communication s and	3 clinical videos 1

	<ul style="list-style-type: none"> <li>Film one patient with a learning difficulty to explain how IDCR works</li> </ul>	Patients and the public	engagement team	patient videos
Website	<ul style="list-style-type: none"> <li>Commissioning of website or subsite to support the development of IDCR and to be used as a resource bank for all material produced by the project.</li> <li>Ongoing content management required by project team and communications</li> </ul>	All stakeholders	Ongoing	
Social media	<ul style="list-style-type: none"> <li>Set up twitter account or recognisable hashtag to promote IDCR- encourage organisations to follow, converse, retweet and engage</li> <li>Use CCG and partner organisation social media channels eg Twitter and blogs</li> <li>Link to website</li> <li>Link to press release</li> <li>Provide some facts about data</li> </ul>	Healthcare professionals CCG staff Staff at partner organisations Patients and the public	Communications and engagement team Project board All partner organisations	Engage with followers, organisations, citizens of locality using twitter. Please re-tweet.
Local events & activity	<ul style="list-style-type: none"> <li>Provide collateral and marketing support for any relevant local events and presentations</li> <li>Pull up banner to be produced</li> <li>Link in with local community networks to support promotion of IDCR but also as a means of collecting feedback about experiences or concerns of using IDCR.</li> </ul>	Healthcare professionals CCG staff Staff at partner organisations Patients and the public	Communications and engagement team LCR project team	
Awards	<ul style="list-style-type: none"> <li>Submission for awards where appropriate</li> </ul>	Partner organisations	Project board	

