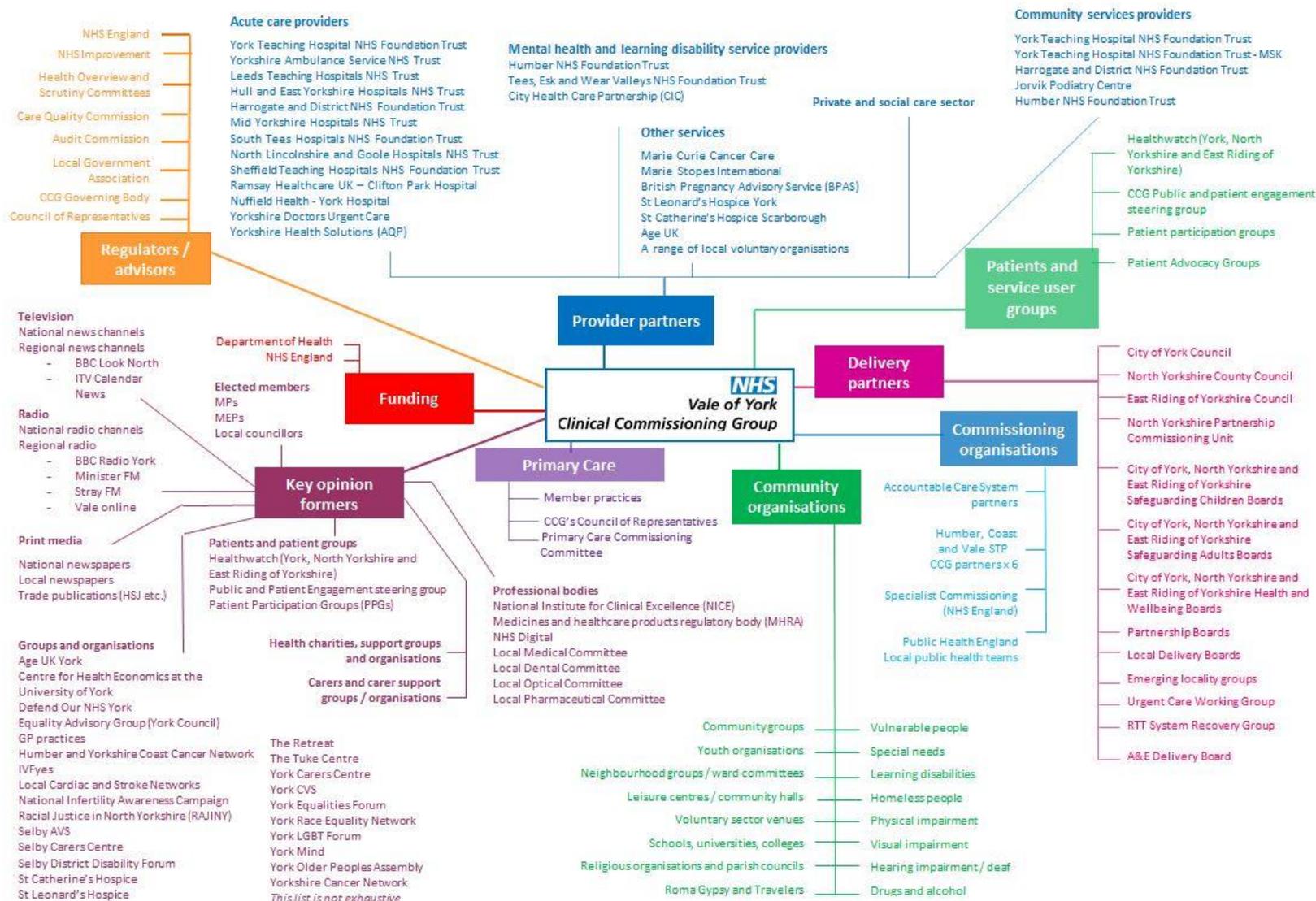


CCG stakeholder map



Communication key audiences and interested parties

Organisation/group	Recommended communication and engagement approaches	Recommended communication and engagement approaches
<p>CCG</p> <ul style="list-style-type: none"> • CCG staff • Governing Body members • Council of Representatives members 	<p>The Governing Body and Council of Representatives seek assurance that appropriate processes are followed and use evidence to make key decisions.</p> <p>Staff need / want to know the impact that commissions / projects / service improvements have on their work, how they can be involved / influence.</p> <p>Staff hold ambassadorial roles.</p>	<ul style="list-style-type: none"> • Governing Body/ Council of Representatives meetings and workshop meetings • Briefing documents • e-newsletters • Team meetings • Face-to-face meetings • Staff huddles
<p>Healthwatch</p> <ul style="list-style-type: none"> • York • North Yorkshire • East Riding of Yorkshire 	<p>Healthwatch will be interested to understand the potential impact of the proposals on patients in the area.</p> <p>They are a useful conduit to share information with the public and should be equipped with information to help them respond to any concerns raised.</p>	<ul style="list-style-type: none"> • Regular written briefings • Share copies of information materials • Regular meetings • Include in delivery of big conversations
<p>The voluntary sector – individual organisations and</p>	<p>Umbrella groups act as a conduit for information to flow to numerous local volunteer and support groups. They will be interested in any service</p>	<ul style="list-style-type: none"> • Briefings • Updates for inclusion in newsletters/websites

umbrella groups	<p>changes / improvements that may impact on particular groups of patients.</p> <p>Able to help raise awareness of events and opportunities for people to influence decision-making.</p>	<ul style="list-style-type: none"> • Opportunities for targeted engagement such as focus groups with service users, specific community demographics • Involve and engage within 'big conversations'
GP practice PPGs	<p>GP PPG groups can be influential in practices, and in turn practices can influence the CCG.</p>	<ul style="list-style-type: none"> • Updates for PPG meetings • Written briefings/newsletters • Visit PPG meetings and presentations
Friends of York Hospital	<p>This group of people cares deeply about local healthcare and the Hospital itself.</p>	<ul style="list-style-type: none"> • Regular updates
GP member practices <ul style="list-style-type: none"> • GPs • Commissioning Leads • Practice / Business Managers • Practice staff 	<p>GPs have a role in the development and provision of services. Their involvement and support is vital.</p> <p>GPs need to be kept informed of progress and encouraged to cascade information to their staff.</p>	<ul style="list-style-type: none"> • Face-to-face meetings • Written updates • Workshops
Local media	<p>The media will expect timely information about the CCG's priorities and operational plan, and any developments in healthcare. We can use the local media as a vehicle for promoting the 'Altogether, better' roadshows.</p>	<ul style="list-style-type: none"> • Face-to-face briefings • Media releases • Interviews • Statements
Provider organisations <ul style="list-style-type: none"> • YTHFT 	<p>It is important to work with provider organisations collaboratively to ensure we listen to patients, learn from their experience, and use</p>	<ul style="list-style-type: none"> • Face-to-face briefings • Workshop meetings • Briefing documents

<ul style="list-style-type: none"> • TEWW • Other provider organisations 	<p>feedback to inform and improve services.</p>	<ul style="list-style-type: none"> • Involvement in roadshows
<p>Local government partner public health and social care teams</p> <ul style="list-style-type: none"> • City of York Council • North Yorkshire County Council • East Riding of Yorkshire Council 	<p>Involvement of and buy-in from Public Health and Social Care is vital.</p> <p>There is a lot of overlap and colleagues in these teams need to be significantly involved.</p>	<ul style="list-style-type: none"> • Workshop meetings • Briefing – face to face • Briefing documents • Representation at project boards • Regular catch-ups / liaison with senior staff • Regular liaison and catch ups with communication teams / leads
<p>Health Overview and Scrutiny Committees</p> <ul style="list-style-type: none"> • City of York Council • North Yorkshire County Council • East Riding of Yorkshire Council 	<p>Councillors have an interest on any impact on their constituents .</p>	<ul style="list-style-type: none"> • Regular bulletins • Face-to-face briefings • Briefing documents • Full OSC committee meeting presentations, • OSC mid-cycle briefing updates • Verbal updates to Scrutiny Officers • Workshop meetings
<p>District Councils</p> <ul style="list-style-type: none"> • Selby District Council • Easingwold Town Council • Pickering Town Council • Pocklington Town Council 	<p>Councillors have an interest on the impact of proposals on their constituents .</p>	<ul style="list-style-type: none"> • Bulletins • Written briefings • Face-to-face briefings • Workshop events • Regular liaison with councillors • Regular liaison with Clerk of the council
	<p>MPs have an interest on the impact of service changes / improvements on their constituents.</p>	<ul style="list-style-type: none"> • Face-to-face briefings • Written briefings • Email updates

MPs		
Health and Wellbeing Boards <ul style="list-style-type: none"> • City of York, • North Yorkshire • East Riding of Yorkshire 	The HWB will expect to be briefed on any initiative that will have an impact on the wider health economy.	<ul style="list-style-type: none"> • Verbal presentations and updates at meetings • Regular written briefings
NHS England	NHS England need assurances / updates (<ul style="list-style-type: none"> • Regular teleconferences • Face to face meetings • Written briefings
Interested parties and lobby groups	Defend our NHS York Mental Health Action Group 38 degrees	<ul style="list-style-type: none"> • Face to face meetings • Written briefings • Stakeholder newsletters