

## Communications Strategy

### Timeline

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| <b>14 March - 12 April 2023</b>       | Initial writing group initiated, plan for development agreed.  |
| <b>11 April – 2 May 2023</b>          | <p>Identify key stakeholders to consult with once initial draft is developed</p> <p>Information gathering</p> <p>Review of supporting evidence / guidance</p> <p>Draft Principles for Strategy</p> <p>Draft Timeline for Strategy development</p> <p>Equality Impact Assessment Draft</p> <p>Childrens Wellbeing Impact Assessment Draft</p> |
| <b>03 May – 03 October 2023</b>       | <p>Initial update to DMT re direction of travel for strategy</p> <p>Ethnographic research</p> <p>Second Writing group meeting</p> <p>Daft Terms of Reference</p> <p>Draft Programme Board submitted</p>  |
| <b>04 October – 17 November 2023</b>  | <p>Further Update to DMT on strategy</p> <p>Update based on feedback from DMT</p> <p>Consultation with Carers Day</p> <p>Consultation with Champions Board</p> <p>Identify additional content for Strategy and identify and assign sections for initial drafting</p>   |
| <b>23 October - 20 November 2023</b>  | Content of strategy and supporting documents to be written   |
| <b>15 November – 19 December 2023</b> | Third Writing group meeting  |

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|   | <p>Review of content so far, identify changes gaps and reassign for final drafting</p> <p>Preparation for SPAG presentation and simplified Strategy created</p>   |
| <b>20 November 2023</b>                   | <p>Writing Group Meeting</p> <p>Review of content so far, identify changes gaps and reassign for final drafting</p> <p>Consider design of Plan</p> <p>Identify versions required (Easy Read, Summary etc.)</p>  |
| <b>22 November –<br/>26 February 2024</b> | <p>Consultation period</p> <ul style="list-style-type: none"> <li>- Ageing Well Champions group</li> <li>- Childrens Board</li> <li>- League of Champions</li> <li>- DMT</li> <li>- SMT</li> <li>- Members of the Public</li> <li>- NHS AA</li> </ul> |
| <b>19 December –<br/>22 January 2024</b>  | <p>Action changes from SPAG</p> <p>Initial “glossy” version to be produced</p> <p>Consider consultation period – starting Jan</p>   |
| <b>2 February 2024</b>                    | <p>Writing group meeting</p> <p>Review of feedback</p> <p>Writing group to agree final changes to documents</p>   |
| <b>2 February -<br/>16 February</b>       | <p>Communications plan to be developed</p> <p>Produce supporting material (Easy read / Summary / Communications)</p>  |
| <b>February</b>                           | <p>Final Strategy submitted to IJB for approval.</p>  |