



# HSCP Communications Strategy

**Report Type:** Actions Report  
**Report Author:** Rachael Graham  
**Generated on:** 14 February 2024





Code & Title	Managed By	Due Date	Status	Progress Bar	Latest Note
CS 1.1 Develop and conduct a communications survey with current internal and external audiences	Sheila Tyeson	30-Jun-2019	Completed		<p>14-Feb-2024 Update provided by Kirsty Pyper</p> <p>Internal communications survey was issued to staff in September 2021 to get insight into improvements to communications processes following the appointment of the communications officer. Feedback from this was used to shape changes to regular staff newsletters and style of content for internal communications.</p> <p>A SA HSCP communications survey has been issued 14/02/2024 which is for both internal and external audiences. This covers all elements of current communications processes to look at opinions as well as potential improvements to how the HSCP interacts with the general public. Additional questions revisit internal communications methods. Feedback will be used to inform the SA HSCP Communications Strategy 2024-27 which is under development.</p> <p>While this action is complete a similar action will be added to the Pentana item for the new</p>

					communications strategy to ensure continued engagement with internal and external audiences.
<b>Code &amp; Title</b>	<b>Managed By</b>	<b>Due Date</b>	<b>Status</b>	<b>Progress Bar</b>	<b>Latest Note</b>
CS 1.2 Track changes and identify opportunities for improvement	Sheila Tyeson	30-Sep-2019	Completed		13-Feb-2024 refreshed Strategy has identified areas for improvement which have been incorporated to new strategy.
<b>Code &amp; Title</b>	<b>Managed By</b>	<b>Due Date</b>	<b>Status</b>	<b>Progress Bar</b>	<b>Latest Note</b>
CS 1.3 Develop a public-facing website for the Partnership and Integration Joint Board	Sheila Tyeson	31-Dec-2020	Completed		14-Feb-2024 Update provided by Kirsty Pyper SA HSCP website was launched on 23 May 2021 as part of the Strategic Plan Launch.
<b>Code &amp; Title</b>	<b>Managed By</b>	<b>Due Date</b>	<b>Status</b>	<b>Progress Bar</b>	<b>Latest Note</b>
CS 1.4 Develop the Partnership's contribution to the public website of social care supports (South Ayrshire Life)	Steven Kelly	31-Dec-2020	Completed		14-Feb-2024 Update provided by Kirsty Pyper This piece of work is now being progressed by Steven Kelly as party of the Team Around the Locality work.
<b>Code &amp; Title</b>	<b>Managed By</b>	<b>Due Date</b>	<b>Status</b>	<b>Progress Bar</b>	<b>Latest Note</b>
CS 1.5 Explore different and better ways of communicating with patients, service users, carers and their representatives, particularly hard-to-reach and vulnerable groups.	Sheila Tyeson	31-Oct-2020	Completed		14-Feb-2024 Update provided by Kirsty Pyper Regular communication improvements and changes have been implemented and / or tested since the introduction of the dedicated communications officer. Examples include increased presence on social media


					<p>platforms. Physical resources are regularly developed (magazines, posters, fliers etc) as well as supporting in person activities.</p> <p>Feedback on this will be sought from the communications survey which has been issued 14/02/2024</p> <p>This action will feature within the action plan for the SA HSCP communications strategy 2024-27.</p>
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CS 1.6 Develop and support the Partnership social media presence	<del>John Wood</del>	30-Jun-2019	Completed	<div style="width: 100%; background-color: #4F81BD; color: white; text-align: center;">100%</div>	<p>14-Feb-2024 Update provided by Kirsty Pyper</p> <p>SA HSCP has 3 social media accounts:</p> <p>Facebook: 1.6k followers</p> <p>Twitter: 1.7k followers</p> <p>And LinkedIn for job promotion</p> <p>There is also a LPP Facebook account which is manned by the Engagement officers. As well as a small number of topic specific accounts run directly by teams for example the Champions for Change team and ADP.</p>

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CS 1.7 Develop and implement a programme of additional internal engagement opportunities for staff	Sheila Tyeson	30-Jun-2019	Completed	 100%	<p>14-Feb-2024 Update provided by Kirsty Pyper</p> <p>Staff opinions on internal communications was used to shape improvement on regular updates such as the staff newsletter. The timing, content and style of this regular internal communications resource was shaped around the feedback from the survey which was issued in September 2021.</p> <p>Communications officer has supported a number of internal engagement opportunities including the development of the SA HSCP staff induction events and ad hoc topic based events such as “celebrating the journey” focus groups for inspections as many more.</p> <p>The South Ayrshire Wellbeing Pledge showcase which took place in June 2023 was developed by the communications officer, a half day event which brought together staff and partners linked to health and wellbeing to network and learn from each other. This event was extremely successful and is in the development of being held again in May 2024.</p> <p>This action will feature within the action plan for the SA HSCP communications strategy 2024-27.</p>

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CS 1.8 Develop and implement a framework for Team	Sheila	30-Jun-2019	Completed	 100%	14-Feb-2024 Update provided by Kirsty Pyper

Meeting Communications Briefing for staff.	Tyeson				<p>Communications officer attended all team senior manager meetings when appointed to introduce themselves and to advise about support available.</p> <p>Guidance for staff was developed called “working with the communications team” which highlights support available and how to request support from the communications officer. Support is provided as requested.</p> <p>Updates are circulated to staff via all staff emails and staff newsletter as appropriate with key messages highlighted to senior staff to share with teams.</p>
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CS 1.9 Review and redevelop the content on staff Intranets	Sheila Tyeson	31-Dec-2020	Completed		<p>14-Feb-2024 Update provided by Kirsty Pyper</p> <p>Further work will be taken forward on the review and update of existing content as well as the development of new content when the Digital Content Creator post is recruited.</p>

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CS1.10 Develop and co-ordinate Partnership staff awards to highlight and celebrate innovation, new ways of working and success.	Kirsty Pyper	31-Mar-2023	Completed		<p>14-Feb-2024 Update provided by Kirsty Pyper</p> <p>A tracker and list of awards has been created. Management of this is within the planning team</p>

					<p>however responsibility for nominations sits with individual teams. Nominations will be encouraged and submitted by relevant managers.</p> <p>The awards calendar as well as an events and awareness dates calendar will be hosted for staff to access at any time</p>
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