



Primary Care Doncaster's Communications & Engagement Strategy 2021 - 2022

Last review date	14 January 2022
Approving Body	Primary Care Doncaster Board of Directors
Date of Approval	28 January 2022
Next Review Date	July 2022
Review Responsibility	Communications and Events Officer
Version	1.1

January 2021

1 Mission Statement

“We are Primary Care Doncaster. We are passionate about primary care, and harnessing its collective power to help practices help their patients”

2 Organisational Goals

In the refreshed Strategic Business Plan 2020-2022, Primary Care Doncaster has identified three strategic priority areas as follows:

- 1) Deliver Extended Access in partnership with the Primary Care Networks (PCNs)
- 2) Provide indispensable support to practices and PCNs
- 3) Achieve additional income streams through development of partnerships and pathways

The above strategic priorities form the basis of this Communications and Engagement Strategy, which is designed to achieve the SMART objectives below. These objectives will increase engagement with all audiences and celebrate the work we do for both members and patients.

3 Objectives of this Strategy

- Maintain engagement by 50% with both PCD member practices and patients throughout Doncaster by delivering consistent messaging of services available by July 2022.
- To communicate with PCD stakeholders via our monthly bulletin and monthly newsletter discussing extended access, PCNs & Practice support, and Partnerships & Pathways achievements in the next 6 months.
- To maintain the usage of feedback forms and surveys by 25% for TARGET by Q2 and to initiate this process for additional services by 20% to understand experiences and how services can be improved.
- Create a deeper understanding of PCD’s vision, values and objectives within both primary and secondary audiences and in doing this maintaining website traffic by 20% by July 2022.
- Work with healthcare partners to support member practices with their communications and engagement functions in the next 6 months.

4 Target Audience

Patients	
Who are they?	All residents, of any age or background, located in Doncaster. However, the majority of interactions are with female patients (86.2%) aged between 35-44. Their location will be within one of the 5 PCNs in Doncaster.
Which communication channels do they use?	<ul style="list-style-type: none"> - PCD Website – services page, blogs, how to contact us - Facebook - LinkedIn - Twitter - Instagram - Press releases - Publications – flyers and posters - Digital publications – electronic billboards, AdVan - PPG Meetings - Public events - Community group engagement - Word of Mouth – face to face engagement on services such as Health Bus, Vaccination sites
Why do they use this service?	Patients use this service to be seen by a GP or Nurse with a health care concern.
When do they use this service?	They use this service when they are feeling unwell or have a concern which needs the advice of a health care professional.
How often do they use this service?	The average patient contacts their GP 7 times within a 12-month period.

Practices and PCNs	
Who are they?	Member practice staff members such as GPs, Nurses, HCAs, Practice Managers, reception staff. PCN Additional Roles Reimbursement Scheme (ARRS) staff, such as Pharmacists, Pharmacist Technicians, Care-Coordinators, Dieticians, Physiotherapists. Sub-contracted agencies of the PCN, including South Yorkshire Housing Association (SYHA), Pure Physio, Clinical Support Solutions (CSS)
Which communication channels do they use?	<ul style="list-style-type: none"> - PCD Website – members area, blogs, training page - Online feedback forms - Email - TARGET sessions - PPG Meetings - Practice Managers' Meeting

	<ul style="list-style-type: none"> - Monthly PCD Newsletter - Monthly PCD Bulletin - Facebook - LinkedIn - Twitter - Instagram - WhatsApp – Reception & Admin Group - PCN Meetings - Team Net announcements and documentation - Word of Mouth – face to face engagement on services such as the Health Bus, Vaccination sites - Policies and procedures
Why do they use this service?	To get information about Extended Access services, recruitment & workforce, financial accounting
When do they use this service?	They use this service in their day to day work.
How often do they use this service?	Every day

Healthcare Partners	
Who are they?	Doncaster Local Medical Committee (LMC); Doncaster CCG; Doncaster Metropolitan Borough Council (DMBC); Rotherham, Doncaster & South Humber NHS Foundation Trust (RDaSH); Doncaster & Bassetlaw Teaching Hospitals Foundation Trust (DBTHFT); Fylde Coast Medical Services (FCMS); Doncaster Children’s Trust (DCT); St Leger Housing Association; Doncaster Healthwatch; Doncaster Culture & Leisure Trust (DCLT); Club Doncaster; South Yorkshire Integrated Care System (SY ICS)
Which communication channels do they use?	<ul style="list-style-type: none"> - Email - Monthly PCD Newsletter - Face to face meetings e.g. informal monthly meetings and quarterly contract meetings - Doncaster health and social care events e.g. Relaunch of the Doncaster Place Plan, Wound Care Formulary Launch Event - Facebook - LinkedIn - Twitter - Instagram - Doncaster weekly communications cell

Why do they use this service?	To understand and gain more information on the services we are providing, help promote and support PCD.
When do they use this service?	When they require information about a service or project that is being worked on for example, vaccination sites, Health Bus, Wound Care Formulary.
How often do they use this service?	Weekly to everyday.

PCD Staff and potential employees	
Who are they?	Members of the PCD team and new potential employees for the corporate and ARRS roles.
Which communication channels do they use?	<ul style="list-style-type: none"> - Email - Daily Huddles - Monthly PCD Newsletter - Monthly PCD Bulletin - PCD Website – members area/about us/contact us - Team Net – announcements and documentation - Email - NHS Jobs - Facebook - LinkedIn - Twitter - Instagram - Recruitment events e.g. NHS Graduate Management Training Scheme flexi placement forum - Word of mouth
Why do they use this service?	To gain knowledge and information on the progress of the team and what other projects are going on with other roles.
When do they use this service?	To keep up to date with company progress and additional information this may tie in to their day to day work.
How often do they use this service?	Weekly to everyday.

5 Key messages

- **More choice, more appointments service**

Ensuring that practice staff are knowledgeable in the services available through Primary Care Doncaster to help provide extra capacity to Practices in Doncaster. To keep them up to date in a timely manner with any changes to the services or how to access them.

Promote available services to the public via various communications channels including via the PPG network, PCD Website and Social Media Sites.

- **Developing partnerships in primary care**

Through engaging with practices to help reduce inequalities in access to health care and promote best practice sharing

- **Primary Care Networks**

Maintain positive relationships with the Clinical Directors, ensuring that key messages are disseminated quickly

Support the PCNs in keeping their communities up to date with their developments via engagement with the PCN Coordinators.

- **Support the wider health and social care system**

Communicating to patients where they can access wider NHS services, beyond those provided by PCD

- **Creating a positive media profile**

Part of improving engagement with the public and patients requires an increased social media following/presence, and an up to date website, ensured through a structured communications plan.

6 Communication Plan

Goal	Activity	Target Audience	Messaging	Channel	Timescale	Responsibilities	Measure of success
Maintain engagement by 50% with both PCD member practices and patients throughout Doncaster by delivering consistent messaging of services and opportunities available via public channels and email campaigns by July 2021.	Email campaign - TARGET sessions	Practices, PCNs, Healthcare partners, PCD staff	Information on how to register for the next TARGET session in the month.	Email	Publish: Weekly as per the TARGET marketing plan.	Design: Communications & Events Officer, Beth Hollis Sign off: GP, Karen Foreshaw & Chief Nurse, Suzanne Hallworth-Manley	Reach, click rates and registration submissions
	Email campaign - upcoming events	Practices, PCNs, Healthcare partners, PCD staff	Information on additional upcoming events hosted by PCD and links to the PCD website to register a place. Eventually this will include the next 3 months of TARGET sessions including, timings, topics, and speakers.	Email	Publish: Once every quarter (this will commence in Q1)	Design: Communications & Events Officer, Beth Hollis Sign off: Communications & Events Officer, Beth Hollis	Reach, click rates and registration submissions
	Email campaign - Health Bus times and locations	Practices, PCNs, Healthcare partners, PCD staff	Information on the locations and times for the week ahead on where the find the HB, there is a GP on board. Practices can use this to direct patients to see a GP with no appointment needed.	Email	Publish: Once a week (every Monday on the WC)	Design: Communications & Events Officer, Beth Hollis Sign off: Communications & Events Officer, Beth Hollis	Reach, click rates. Patient utilisation and attendance rates.
	Email campaign - Same Day Appointments	Practices, PCNs, Healthcare partners, PCD staff	Information on how to book patients onto the Same Day appointments scheme at Devonshire House.	Email	Publish: Daily appointment availability reminders as per rotas.	Design: Communications & Events Officer, Beth Hollis Sign off: Communications & Events Officer, Beth Hollis	Reach, click rates and number of bookings on EMIS and TPP.
	Email campaign – Surge Capacity Clinic Appointments and services	Practices, PCNs, Healthcare partners, PCD staff	Information on how many appointments are available, the extended services available, referral criteria.	Email	Publish: Once a week, as per the need for utilisation.	Design: Communications & Events Officer, Beth Hollis Sign off: Communications & Events Officer, Beth Hollis	Reach, open rates and number of bookings on EMIS and TPP.
	Email campaigns and social media posts - job adverts	Practices, PCNs, Healthcare partners, PCD staff, potential employees	Informing fellow member practice staff, PCD staff that there is a new role available with relevant details.	Email	Publish: As appropriate liaising with HR and CEO	Design: HR Officer, Beth Rowlands Sign off: CEO, Laura Sherburn	Reach, click rates and link follows Submitted applications
	Social media post - Health Bus times and locations	Patients, Practices, PCNs, Healthcare partners, PCD staff, potential employees	Information on the locations and times for the week ahead on where the find the HB, there is a GP on board. Practices can use this to direct patients to see a GP with no appointment needed. Patients can also use this to know where to find the HB without calling the practice.	Facebook LinkedIn Twitter	Publish: Once a week (On the morning of the first day)	Design: Communications & Events Officer, Beth Hollis Sign off: Communications & Events Officer, Beth Hollis	Reach, click rates. Patient utilisation and attendance rates.

Author: Beth Hollis – Communications and Events Officer

	Social media post - Drop-in vaccination clinics	Patients, Practices, PCNs, Healthcare partners, PCD staff, potential employees	Information about the next locations, dates, and times of the drop-in vaccination clinics across Doncaster.	Facebook LinkedIn Twitter	Publish: These posts will be inclined to decrease and increase in coordination with government advice.	Design: Communications & Events Officer, Beth Hollis Sign off: Communications & Events Officer, Beth Hollis	Reach, clicks and reactions Messages from patients Total vaccinations given per quarter
	Social media - sharing website blogs	Patients, Practices, PCNs, Healthcare partners, PCD staff, potential employees	Blogs written by our fellow PCD team members, Board Directors and Clinical Directors on topics which are relevant to both practices and patients increasing website traffic.	Facebook LinkedIn Twitter Instagram	Publish: At the same time as the blog goes live on the website, and then in conjunction with event marketing plans.	Design: Communications & Events Officer, Beth Hollis Sign off: Communications & Events Officer, Beth Hollis	Reach, clicks and reactions Link clicks which followed through to the website Reading time stats
	Social media posts	Patients, Practices, PCNs, Healthcare partners, PCD staff, potential employees	Celebrating weeks and days of the year creating awareness, PCD 2022 Charity – Doncaster Mind fundraising activities, events held via PCNs and PCD, informing on wider NHS services and how to access them.	Facebook LinkedIn Twitter Instagram	Publish: As per the social media content calendar prepared by PCDs Communications & Events Officer.	Design: Communications & Events Officer, Beth Hollis Sign off: Communications & Events Officer, Beth Hollis	Reach, clicks
	Social media Paid Ads – Health Bus times and locations	Residents of Doncaster, male and female, aged between 18 – 65+	Information on the locations and times for the week ahead on where the find the HB, there is a GP on board. Practices can use this to direct patients to see a GP with no appointment needed. Patients can also use this to know where to find the HB without calling the practice.	Facebook Instagram	Publish: Ads typically run for three days a week depending on the HB rota.	Design: Communications & Events Officer, Beth Hollis Sign off: Communications & Events Officer, Beth Hollis	Reach, location, clicks, engagement.

Goal	Activity	Target Audience	Messaging	Channel	Timescale	Responsibilities	Measure of success
To communicate with PCD stakeholders via our monthly bulletin and monthly newsletter discussing extended access, PCNs & Practice support, and Partnerships & Pathways achievements in the next 6 months.	Email campaign – monthly bulletin	Practices, PCNs, Healthcare partners, PCD staff	Snapshots from the week of which projects have been completed to create better patient quality care and services available to practices.	Email	Publish: 9am Friday, once a month.	Design: Communications & Events Officer, Beth Hollis Sign off: CEO, Laura Sherburn	Reach and click rates
	Email campaign - Monthly Newsletter	Practices, PCNs, Healthcare partners, PCD staff	Ongoing projects throughout PCD to inform practices about, adding more interactive links for them to contact, go to an external site, leave feedback, book on an event, etc.	Email	Publish: 9am on every 3rd Monday of the month.	Design: Communications & Events Officer, Beth Hollis Sign off: CEO, Laura Sherburn & Board Director, Simon Park	Reach and click rates
	Team Net	Practices, PCNs, Healthcare partners, PCD staff	Announcements internally, linking to event information, TARGET session information, HR information.	Team Net	Publish: As needed and in conjunction with other communications. (Q1)	Design: Communications & Events Officer, Beth Hollis Sign off: Communications & Events Officer, Beth Hollis	Reach, clicks and open rates.

Author: Beth Hollis – Communications and Events Officer

Goal	Activity	Target Audience	Messaging	Channel	Timescale	Responsibilities	Measure of success
To maintain the usage of feedback forms and surveys by 25% for TARGET by Q2 and to initiate this process for additional services by 20% to understand experiences and how services can be improved.	Online feedback forms	Patients, Practices, PCNs, Healthcare partners, PCD staff, potential employees	These will vary depending on each audience, they will be used for feedback on experiences, services provided, events, TARGET sessions. Contact us, make a compliment or complaint.	PCD Website	Publish: After every TARGET session, after every PCD hosted event, contact form is always available on the website. Services once a quarter for feedback on how to improve.	Design: Communications & Events Officer, Beth Hollis Sign off: Communications & Events Officer, Beth Hollis	Quantitative and qualitative feedback from the forms to create reports and use the data to improve.

Goal	Activity	Target Audience	Messaging	Channel	Timescale	Responsibilities	Measure of success
Create a deeper understanding of PCD's vision, values, and objectives within both primary and secondary audiences and in doing this increasing website traffic by 20% by July 2022.	Website blogs	Patients, Practices, PCNs, Healthcare partners, PCD staff, potential employees	Blogs written by our fellow PCD team members, Board Directors and Clinical Directors on topics which are relevant to both practices and patients increasing website traffic.	PCD Website	Publish: Weekly/Monthly these may be more frequent around the time of an event.	Design: Communications & Events Officer, Beth Hollis Sign off: Communications & Events Officer, Beth Hollis	Website traffic stats and reading time stats
	Website 'Join our Team' landing page job adverts	Practices, PCNs, Healthcare partners, PCD staff, potential employees	Informing fellow member practice staff, PCD staff and external members of the public that there is a new role available with relevant details.	Website landing page 'Join our Team' link to NHS jobs	Publish: As appropriate liaising with HR and CEO	Design: Communications & Events Officer, Beth Hollis Sign off: HR Officer, Beth Rowlands	Reach, clicks and reactions