

## Additional Resource 4: Example communication action plan

[used in Eastern Surrey re-commissioning project]

Overarching message: *“We are building on the best of current services to develop services which are responsive to individual need in local areas”.*

### Service Users

- Keeping up to date
- Reassurance of the supportive new ‘day’ services
- Opportunity to influence proposal and understanding the scope of that influence
- Honesty and clarity about any service closures
- Understanding of experience of new provider

	By when	By whom
Display boards in services and other meetings places Monthly briefing paper Information and support line Participation in focus groups Individual review meetings Participation in monthly informal meetings Opportunities to visit new provider services		

### Staff

- Keeping up to date
- Understanding of implications of service proposal on individual circumstance
- Understanding of new provider

	By when	By whom
Display boards in services and other meetings places Monthly briefing paper Monthly staff meeting Monthly supervision Participation in focus groups Individual meetings with HR and formal letters as appropriate Opportunities for all staff to visit new provider services		

## Relatives & Carers

- Keeping up to date
- Opportunity to influence proposal

	By when	By whom
Information packs sent to PPI chairs, PALS and Carers Co-ordinator		

## Media

- To inform them of work services strategy and process
- To inform them of outcomes of consultation

	By when	By whom
Initial press release sent out outlining background and pre-consultation Press release regarding consultation		

## Partners and opinion formers

- Keeping up to date

	By when	By whom
Information packs sent out Consultation leaflet		

## MPs and Councillors

- Keeping up to date

	By when	By whom
To receive verbal briefing, information pack, consultation leaflet		

## Boards (Trust & PCT)

- To understand financial implications of proposed changes

	By when	By whom
NHS Business Case submitted to Boards		