

WALSALL CCG COMMUNICATIONS AND ENGAGEMENT PRINCIPLES AND OBJECTIVES 2016-2020

These principles are the hallmarks of how we communicate and engage with people and organisations in Walsall.

We will ensure that we are always:

- Accessible and inclusive, to all people in our community.
- Clear and professional, demonstrating pride and credibility.
- Targeted, to ensure people are getting the information that they need.
- Open, honest and transparent.
- Accurate, fair and balanced.
- Timely and relevant.
- Sustainable, to ensure on-going mutually benefit relationships.
- Two-way; we won't just talk, we'll listen.
- Cost effective, always demonstrating value for money.

Our objectives for ensuring all our stakeholders are aware of, and understands how the CCG commissions local services is summarised into five main areas of work:

- To raise awareness of Walsall CCG and increase understanding of its role in the local health economy and build its reputation.
- Ensure the involvement of public, patients and carers in decisions relating to their care and the commissioning or redesign of local NHS services, in line with the CCG's statutory duty.
- Support joint and system wide working relations and with key partners and opinion-formers to ensure a coordinated approach to activities wherever possible.
- Ensure that staff, localities, GPs and GP Practices are well informed and engaged in the day-to-day running of the CCG and promote two-way communications.
- To build capacity and maximise resources that we have and to deliver effective communications and engagement.

