**Humber Acute Services Programme**

**What Matters To You – Engagement Launch**

**Partner Communications Toolkit**

**Background**

The Humber Acute Services programme is currently developing a range of potential clinical models (options) for the future delivery of core hospital services:

* Urgent and Emergency Care
* Maternity, Neonatal Care and Paediatrics
* Planned Care and Diagnostics

In order to evaluate and appraise these options later in the year, a set of weighted decision-making criteria is required. We are undertaking a programme of engagement to gather the views of staff, patients, the wider public and other stakeholders to ensure the weighting of the decision-making criteria is informed by a range of views and options.

The engagement will include a series of focus groups for the following audiences:

* Citizen’s Panel
* Governors & NEDs
* Elected members
* Children and young people (ERVAS supporting)

To support the targeted workshops and to capture the wider views of patients and staff, we are also launching a short questionnaire, where we will be asking respondents to rank the nine decision making criteria in order of importance to them. The survey is aimed at getting feedback from the following groups:

* Staff in acute Trusts
* Staff in other partner organisations (CCGs/community providers etc.)
* GPs and primary care colleagues
* Patients and carers
* Members of the public

The questionnaire will be live from **Monday 8th March – Monday 5th April.**

Survey Link: <https://www.surveymonkey.co.uk/r/Hospitalsofthefuture>

**Actions for HCV (Humber) Comms Teams**

We’d greatly appreciate your help to communicate the survey to your staff, stakeholders and support us to publicise the opportunity to the wider public via your established communications route.

We have compiled a toolkit of resources for you to use which includes:

* Posters (digital and print)
* Social Media graphics (for Facebook and Twitter)
* [Staff briefing copy](#S)
* Public-facing website copy
* [Suggested social media posts](#SM)

We would hugely appreciate it if you could please:

* Support the social media campaign, from Monday 8th March. [NOTE: NLaG/HUTH comms teams will support targeted/boosted social media activity to reach target populations].
* Include the suggested briefing copy in any staff briefings you issue and feature prominently on your staff intranet.
* Display posters across staff and patient-facing areas of your sites for staff/patients to be able to see.
* Upload public-facing information onto involvement pages on your websites.

Small quantities of printed materials can be made available should you require them.

**CCG colleagues**:

Please can you communicate directly with the following identified groups (and any others not listed, as appropriate):

* Patient Representative Groups within your area – e.g. Involve / Accord / MVPs
* Primary Care – All staff via their established Primary Care bulletins, (including digital posters with an ask they are uploaded onto TV screens in waiting areas.); PPG Groups
* Staff – via staff weekly newsletters
* VCSE stakeholders

**Trust colleagues**:

Please can you communicate directly with the following identified groups (and any others not listed, as appropriate):

* Staff – via staff weekly newsletters (and display posters in high-footfall areas)
* Governors/NEDs
* Membership (NLaG only)

**If you have any queries please don’t hesitate to contact us:**

[**samantha.page1@nhs.net**](mailto:samantha.page1@nhs.net)or[**linsay.cunningham@nhs.net**](mailto:linsay.cunningham@nhs.net)

**What Matters To You Survey promotional materials**

The following print and digital materials have been attached to the email and promotional copy is listed below.

* Poster
* Facebook graphic
* Twitter graphic
* Social Media GIF

**Staff briefing copy**

**What Matters to You, Matters to Us**

**Help us to shape the future of your healthcare services (Humber Acute Services programme)**

The Humber Acute Services programme is coming up with a clear plan for the future of our hospital services that will describe how we will provide modern health care for the population of the Humber region.

It is already bringing in some short-term changes and improvements across a range of specialties. In addition, we are looking at core services across all our hospitals in the Humber. We are thinking about how these services could be provided differently in the future, whether in hospitals or GP surgeries, at home or on the high street.

When making decisions about what changes to make, it is vital that these are informed by what staff delivering services and local people using them have told us matters most to them. We need your input to help us make the best changes for you, your patients and your families.

Please take 5 minutes to [**complete this short survey**](https://www.surveymonkey.co.uk/r/Hospitalsofthefuture) to help us understand what is most important to you as we work to plan for the future.

You can find out more about why we need to make changes and keep up to date on the work of the Humber Acute Services programme on our website: [www.humbercoastandvale.org.uk/humberacutereview](http://www.humbercoastandvale.org.uk/humberacutereview) [or insert relevant intranet link]

**Web copy (involvement pages) and/or public-facing newsletters**

**What Matters to You, Matters to Us**

**Help us to shape the future of your healthcare services**

Across the Humber, the NHS and local partners are looking at ways to improve healthcare in our region and we want your input to help us make the best changes for you and your family.

The Humber Acute Services programme is looking at how to make healthcare work better for local people. It is looking at the types of healthcare and treatments that people typically receive from one of our five main hospitals in the region:

* Diana Princess of Wales Hospital, Grimsby
* Scunthorpe General Hospital
* Hull Royal Infirmary
* Castle Hill Hospital
* Goole and District Hospital

We are thinking about how these services could be provided differently in the future, whether in hospitals or GP surgeries, at home or on the high street.

Please take 5 minutes to [**complete this short survey**](https://www.surveymonkey.co.uk/r/Hospitalsofthefuture) to help us understand what is most important to you as we work to plan for the future.

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**Social media posts**

1. We are looking at ways to improve healthcare across the Humber and we want your input to help us make the best changes for you and your family. Visit <https://www.surveymonkey.co.uk/r/Hospitalsofthefuture> to take part in our survey.
2. We are making changes to healthcare services – please help us to make the best changes by telling us what matters most to you. Take part in our survey <https://www.surveymonkey.co.uk/r/Hospitalsofthefuture>
3. Complete our short survey to tell us what matters most to you so we can design the best healthcare services for the future. Visit <https://www.surveymonkey.co.uk/r/Hospitalsofthefuture> to take part