

**Heywood, Middleton, and Rochdale Clinical Commissioning
Group (HMR CCG)**

Communication and Engagement Strategy

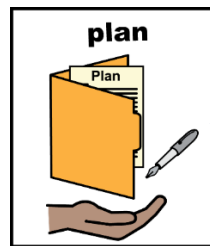
(Messaging People Plan)

2018 – 2021

Easy read part 1



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Document Control.

Date	Version	Comments / Author
30/01/2018	1.1	Draft rewrite
15/02/2018	1.1	Alison Mitchell comments
28/02/2018	1.2	Final draft prior to comment from K Hurley and D Dawson
10/04/18	1.3	Final draft following comments and discussion at PPEC
29/05/2018	2.0	Final
5/05/2019	2.1	Easy read draft
27/10/2020	2.2	Easy read draft v2



We started in 2013 as part of the new way the NHS is run.

Start



We are run by the CCG Governing Body. This is led by a local doctor, Dr Chris Duffy, and Steve Rumbelow the chief officer of the council.

Start



We are helped by other doctors, managers, members of the public, Healthwatch Rochdale, and Rochdale Borough Council.

Start



We buy health and care services for local people like, hospital, community, general practice, mental health and social care services.

Start



What we do is checked by NHS England, to make sure we have done things well.

Start



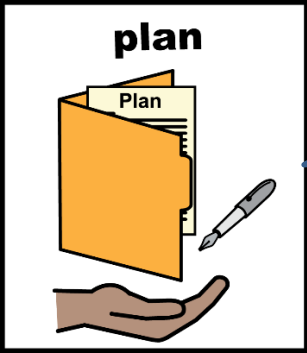
We always try to make sure the services we buy for local people are top quality

Start

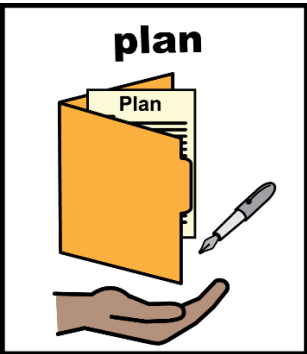


We know talking to local people helps us to get the right top-quality services.

Start



Messaging people is very important to everything we do. Getting it right every time makes it easier for local people to know what we are doing. Messaging the right way lets us tell people what we are trying to do and how they can talk to us.



This plan tells you the different ways we message people and try to get them to talk to us. It tells you how important messaging is to our work. It tells you how we will make this better in the future. This plan is joined up with our other plans like the plan for buying services for local people.



What do we mean by Communication and Engagement (messaging)?



Engagement is the part of messaging where we try to get people to take part in what we do.

It is about giving people the chance to have a say about health services.

It is about getting local people to help us make the right choices when we buy local health services.



Communication helps us make sure that all local people get the information they need to get the health services they need.

It is about making sure the messages are easy to understand.

It is using the right way to message people. That could be telephone, writing, posters and leaflets, Facebook, Twitter or using our web page.



How are we pointed in the right way to message local people?



The law says we must talk to local people about the services we buy or plan to buy for them.



The law says the CCG must talk to local people about:

- Thinking about and planning to buy services
- Thinking about changing the way services are run
- Decisions affecting the set-up of services



Greater Manchester

Health and social care locally are changing quickly. This follows the move to hold funds locally instead of nationally. This means there are more chances to make the changes that local people need.



Greater Manchester

It is important we do all we can to use of these funds well and make care for patients better.



Greater Manchester

The funding in Greater Manchester will help us make sure health and social care funds are used as well as possible. It means we must plan services that do what local people need.



We have plans that show how we will do this.
If we get it right local people will live longer and healthier.

Greater Manchester



We will help people to help themselves avoid illness and make it easier to get services when they do need them.
We will support people more after illness to get better quicker.

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