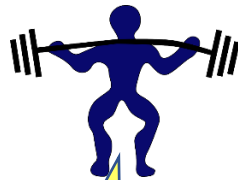


**Heywood, Middleton, and Rochdale Clinical Commissioning  
Group (HMR CCG)  
Communication and Engagement Strategy  
(Messaging People Plan)  
2018 – 2021  
Easy read part 3**



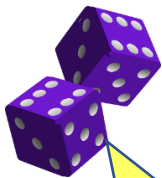
**Getting the bits to  
fit – page 2**



**Strength  
– page 2**



**Success  
- page 3**



**Chances – page 5**

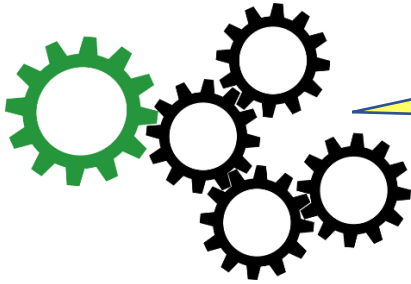


**Results –  
page 6**

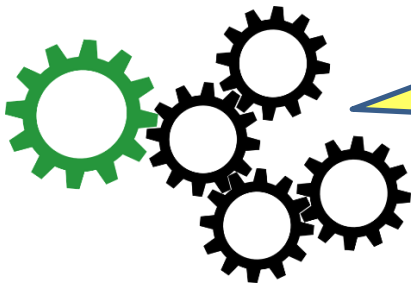


**The rules  
– page 9**

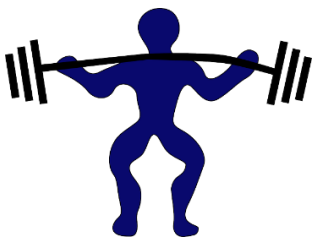




Getting all the bits to fit together, so we do things the right way every time.

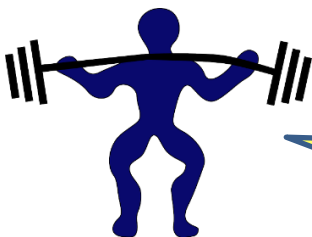


To meet our goals, we need a strong way of working. To help with this we have looked at our strengths, hopes, chances, and results. Please look at the boxes below.



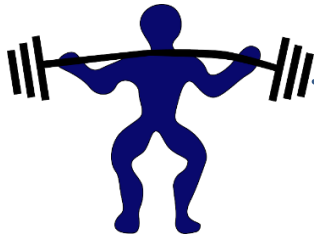
**Strength**

Strength



Strength

Managers who support us  
Good links with local communities  
Staff who care  
Good track record  
Partners trust our staff



Strength

Staff feel valued  
Good links to patient groups and other teams  
Strong partnership working with voluntary and community sector organisations.  
Good relationship between different CCG teams to make sure patient have a say.



Be the best CCG in the country



Have public/patient messaging as part of all our buying activities



Show that we message with all our local groups



All the CCG use the best messaging practice, and everybody knows what it is.



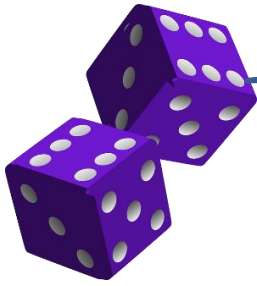
High rates of talking and involving local people



Clear picture of the numbers and backgrounds of our audiences to show we connect with all local groups

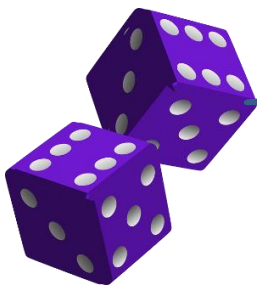


Show that “No decision about me without me” is important to the CCG



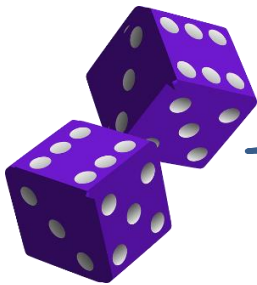
**Chances**

To have close ties with leaders of local groups and to the groups themselves



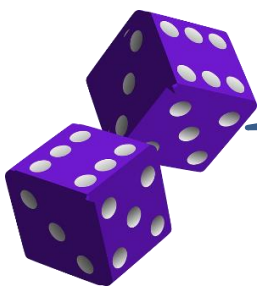
**Chances**

To train and support staff into new and exciting jobs and chances to grow



**Chances**

To lead across Greater Manchester as the best in messaging.



To make sure local groups know about and can change health and social care issues which affect them

**Chances**



Public/patients know about the CCG and know what it does

**Results**



Yearly rise in the “likes” of the CCG

**Results**



Year on year increase in numbers talking to the CCG

**Results**



Regular public attendance at CCG Governing Body and CCG events

**Results**



Year on year rise in those reading CCG documents

**Results**



Steady increase in number of invites for people from the CCG to go to local events.

**Results**



We can show how messaging has made a difference for local people changed the planning and buying of services.

**Results**



Public and patients feel good about plans across Greater Manchester and locally and feel they are a part of them.

**Results**



**KNOW  
THE  
RULES!!!**



Messaging local people will be in the middle of everything the CCG does.

**KNOW  
THE  
RULES!!!**



Tell people how many of our local groups we reach every year.

**KNOW  
THE  
RULES!!!**



Everyone in the CCG does things in the best way they can

**KNOW  
THE  
RULES!!!**



Use what people tell us in the planning, buying and checking of services

**KNOW  
THE  
RULES!!!**



Make sure all our local communities know about and believe in our buying decisions

**KNOW  
THE  
RULES!!!**



Make sure local people know they can shape the decisions made by the CCG and partners about services.

**KNOW  
THE  
RULES!!!**



Talk to local people to help them to have healthy lifestyles



Help local people to take part in planning of services with officers