

Updated 26 July 2021							
ELECTIVE ORTHOPAEDICS - COMMUNICATIONS & ENGAGEMENT ACTION PLAN							
Date	Category	Action	Stakeholders	Message/aim	Detail	Responsible	Comments
28/07/2021	Internal	Press release - advance copy	Board/CMT	Info on engagement process Advantages of preferred UHM option including benefits to UHH Link to survey and engagement webpage Details of virtual public meeting		BS	
28/07/2021	External	Launch engagement webpage on NHS Lanarkshire website	All stakeholders	Info on engagement process Engagement guide document Request for feedback - contact details and link to survey Details of virtual public meeting FAQs Consultant video (when available) BSL video (when available)		Bob Smyth (BS) Yvonne Law (YL) Jason Lucchesi	
28/07/2021	External	Press release	All stakeholders	Info on engagement process Advantages of proposed option including benefits to UHH Link to survey and engagement webpage Details of virtual public meeting	Lanarkshire press release list	BS	
28/07/2021	External	Social media	All stakeholders	as above	<ul style="list-style-type: none"> •NHS Lanarkshire - Facebook, Twitter, Instagram •Staff Facebook groups 	BS	Social media channels reach many staff as well as public
28/07/2021	Internal and external	Stakeholder update email	Stakeholder list	as above	NHSL Board; staff including ortho services /staff-side; ScotGov; MSPs/MPs/local elected members; local authorities; Monklands Engagement Forum; public/staff reps on previous		Use targeted stakeholder list
28/07/2021	Internal	Internal comms channels	Staff	as above plus details of staff virtual meeting	<ul style="list-style-type: none"> •All in Lanarkshire email; •Staff briefing item; •Acute site newsletters; •Staff huddles; •Website banner; •FirstPort banner. 	BS, YL	Sent direct to site contacts to provide print-outs to offline staff
29/07/2021	Internal	The Pulse (online staff magazine)	Staff	as above		BS	
30/07/2021	External	Weekly round-up	Elected representatives	Info on engagement process		BS	

02/08/2021	External	Written briefing	Elected members	Information on the process plus FAQs, for councillors in North and South Lanarkshire		BS	
02/08/2021	Internal	T&O staff	Staff	Presentation and feedback	Incorporated wioth meeting on new healthcare strategy	Heather Knox/CL/CB	
02/082021	Internal	UHH Medical Staff Association	Staff	Presentation and feedback	Incorporated wioth meeting on new	Heather	
w/b 2-8-21	External	Survey	Ortho patients	Views of patients with lived experience of service	Email to patient lists/hard copies?	BS	
w/b 2-8-21	External and internal	Video	All stakeholders	Consultant orthopaedic surgeon Mr Al Murray gives the clinical viewpoint	Social media (recurring) and webpage	BS	
w/b 2-8-22	External	British Sign Language video	Deaf community	Info on engagement process Advantages of preferred UHM option including benefits to UHH Link to survey and engagement webpage. Info on public meeting		BS	Consider how to accommodate signing at virtual public meeting Script based on approved press release so won't be available on launch day
13/08/2021	External	Press release	All stakeholders	Reminder of opportunity to participate and join public meeting	Lanarkshire press release list	BS	
13/08/2021	External	Social media	All stakeholders	as above	<ul style="list-style-type: none"> •NHS Lanarkshire - Facebook, Twitter, Instagram •Staff Facebook groups 	BS	Social media channels reach many staff as well as public
13/08/2021	Internal and external	Stakeholder update email	Stakeholder list	as above	NHSL Board; staff including ortho services /staff-side; ScotGov; MSPs/MPs/local elected members; local authorities; Monklands Engagement Forum; community councils; public involvement groups; third sector; equality & diversity contacts; care providers; HIS-CE		Use targeted stakeholder list
13/08/2021	Internal	The Pulse (online staff magazine)	Staff	as above		BS	
w/b 16-8-21 & 23-8-21	External	Social media	All stakeholders	Reminder of public meeting	<ul style="list-style-type: none"> •NHS Lanarkshire - Facebook, Twitter, Instagram •Staff Facebook groups 	BS	Social media channels reach many staff as well as public
w/b 16-8-21 & 23-8-21	Internal	Internal comms channels	Staff	Reminder of public meeting and staff meeting	<ul style="list-style-type: none"> •All in Lanarkshire email; •Staff briefing item; 	BS, YL	Sent direct to site contacts to provide print-outs to offline staff
20/08/2021	External	Weekly round-up	Elected representatives	Info on engagement process		BS	

w/b 23-8-21	External	Virtual public meeting	All stakeholders		Welcome and introductions -Presentation -Breakout group discussion (Facilitator and scribe in each group) -Plenary -Close and next steps	BS/CB/planning team	Consider how to accommodate signing at virtual public meeting
w/b 23-8-21	External	Virtual staff meeting	Staff		agenda as per public meeting	BS/CB/planning	
20/08/2021	External	Weekly round-up	Elected representatives	Info on engagement process		BS	
tbc	Internal	UHH, UHW- Medical Staff Associations	Staff - medical	Information on the process with request for feedback		CL/CB/BS	
tbc	Internal	UHH and UHM - SCN/SN/Chief	Staff - nursing	as above		CL/CB/BS	
tbc	Internal	UHH and UHM - AHP forums	Staff - AHP	as above		CL/CB/BS	
tbc	External	North Lanarkshire Public Partnership Forum	Public	Opportunity for engagement if group meeting during this period		BS/Jean MacDonald	
tbc	External	Healthcare Improvement Scotland - Community Engagement (HIS-CE) meeting	Public	Update on engagement process and further actions advised by HIS-CE		C Lauder/C Brown	HIS-CE supports the engagement of people and communities in shaping health and care services in Scotland
30/08/2021	Internal	Area Partnership Forum	Staff/staff-side	Briefing and request for feedback	Joint meeting with ACF	Colin Lauder/Calvin Brown	
tbc	Internal	Area Clinical Forum	Staff	No meeting scheduled during this period	Joint meeting with APF 30-8	Colin Lauder/Calvin Brown	
02/09/2021	External	S Lanarkshire Health & Social Care Forum	Public	Opportunity for engagement if group meeting during this period	PROVISIONAL DATE	BS/Jean MacDonald	
03/09/2021	External	MSP/MP meeting	MSPs/MPs	Information on the process with request for feedback prior to engagement close		CL/CB	
w/b 6-9-21 & 13-9-21	External	Social media	All stakeholders	Reminder of public meeting	•NHS Lanarkshire - Facebook, Twitter, Instagram •Staff Facebook groups	BS	Social media channels reach many staff as well as public
w/b 6-9-21 & 13-9-21	Internal	Internal comms channels	Staff	Reminder of public meeting and staff meeting	•All in Lanarkshire email; •Staff briefing item;	BS, YL	Sent direct to site contacts to provide print-outs to offline staff
10/09/2021	External	Weekly round-up	Elected representatives	Reminder engagement process ends on 15 Sept		BS	

16/09/2021	External	Press release	All stakeholders	Engagement closed 15 Sept Thank you to those who participated Next steps Timing of final decision	Lanarkshire press release list	BS	
16/09/2021	External	Social media	All stakeholders	as above	<ul style="list-style-type: none"> •NHS Lanarkshire - Facebook, Twitter, Instagram •Staff Facebook groups 	BS	Social media channels reach many staff as well as public
16/09/2021	Internal and external	Stakeholder update email	Stakeholder list	as above	NHSL Board; staff including ortho services /staff-side; ScotGov; MSPs/MPs/local elected members; local authorities; Monklands Engagement Forum; community councils; public involvement groups; third sector; equality & diversity contacts; care providers; HIS-CE	BS	Use targeted stakeholder list
16/09/2021	Internal	Internal comms channels	Staff	as above	<ul style="list-style-type: none"> •All in Lanarkshire email; •Staff briefing item; •Acute site newsletters; •Staff huddles; 	BS	Sent direct to site contacts to provide print-outs to offline staff
16/09/2021	Internal	The Pulse (online staff magazine)	Staff	as above		BS	