

Providing national leadership to shape and improve healthcare for all

Equality and Diversity Council Meeting Paper

May 10th 2016

Communications Subgroup Update

Purpose and context

The Equality and Diversity Council provides visible and robust leadership on equality issues across the NHS. Establishing an effective communications approach is essential for the Council. It will provide the Council with a consistent and timely means of communicating its work to the system, reinforcing to the Council its own purpose and added value, and helping to maintain its credibility and momentum across the NHS whilst promoting equality issues and entering the debate where necessary.

The refresh of the work programme and membership of the Council highlighted key recommendations for its future communications element. This paper presents an update on the arrangements in place for the Council's communications workstream.

EDC Theme and objective (s) the paper links to

Communications is a core overarching theme of the EDC and the EDC work plan.

A EDC work plan is a two-year plan to improve three themed areas of work;

- **Inclusive Workplaces**
- **Workforce Equality**
- **Inclusive Healthcare**

Each theme has 2-3 key goals forming key successes for the EDC to:

- Communicate to the NHS
- Monitor and communicate progress
- Engage EDC members in owning and assisting successful achievement of a goal

Key Summary Milestones

The EDC Communications Subgroup meeting on regular basis – move to bi-monthly meetings
EDC Communications Strategy finalised
EDC Forward Planner developed
EDC one pager developed
EDC Infographics is currently being planned for July EDC meeting
EDC communications support to the Launch of the EDS 2 Community & Voluntary sector (CVS)
Guide on the 29th April 2016.

Actions taken to date

Following the 20th January meeting of the EDC, a Communications Strategy for the EDC developed in collaboration with the key national organisations represented on the EDC has been finalised.

The EDC Forward View will be developed on a quarterly basis to capture key messages/events of the EDC and its members.

The EDC now has a range of national organisations who have nominated a specific communications expert to work on the EDC's communications element.

- NHS England
- NHS Employers
- NHS Providers
- NHS Leadership Academy
- Care Quality Commission
- Health Education England
- Health and Social Care Information Centre
- Department of Health – joined February 2016

The communications subgroup will help in the dissemination of proactive, consistent and timely EDC messages across the sectors. Other EDC member organisations, not cited on the above list, are encouraged to nominate communications leads from their respective organisations.

The subgroup held a meeting in April 2016, to confirm the sign off of the strategy review the EDC Forward Plan and agree next steps for joint EDC communications work for the next quarter – May – July 2016.

Current position

Current communication mechanisms for the EDC include:

- An EDC webpage – provides background and information to the Council and its material including minutes and papers of meetings and membership biographies.
- An active EDC twitter account.
- An email account for communicating to EDC members and beyond.
- The EDC communications strategy
- All EDC sub groups and EDC communication leads are supporting the development of specific communication forward planners for each EDC sub group, outlining key messages, good practice, and forthcoming messages from January - April 2016.
- An EDC Forward Plan of communications opportunities will be produced on a quarterly basis.
- A one page narrative for use by EDC members has been produced.
- An EDC Infographics is currently under discussion.

Key risks

The absence of an EDC communications element is likely to have a negative impact upon:

- Keeping equality high on the healthcare and wider NHS agenda.
- Positively positioning the EDC as a body of influence in promoting equality and diversity within the NHS and beyond.
- EDC members not actively promoting the equality agenda.
- Promoting the key work products of the EDC in a timely and consistent way.
- Improving understanding of how people's differences, cultural expectations and social status can affect their experiences and health outcomes.

Next steps

- An EDC Forward Plan of communications opportunities will be produced on a quarterly basis. Next EDC Forward Plan for May – July 2016 will be tabled at the next EDC meeting.
- An EDC Infographics is currently being sourced for development by EDC members.
- Communications support to the EDC Workplan Scorecard currently being developed.

Recommendation and action requested

- EDC to note the above.
- EDC subgroups to ensure they feed any key communications messages into the EDC Forward Plan in preparation for each quarterly update to EDC.

Name of the sub group: EDC Communications Subgroup

21st April 2016

[Members of the Communications Group are: Stephen Lightbown (NHS England) (chair), Anna Jefferson (CQC), Jacqui Eden-James (NHS Confederation), Caroline Bernard (NHS Providers), Verity Thomas (HEE), Henry Bonsu (Broadcaster), Ruth Passman (NHS England), Ranjit Senghera (NHS England), Isabelle Hunt (HSCIC); Sarah Smith (NHS England); Emily Brown, (Department of Health); Lizzie Marlow, NHS Employers; Emily Brown, Department of Health]