

Improving EDC communications - reach and impact

October 2019

NHS England and NHS Improvement



NHS EDC: the core message

NHS Equality and Diversity Council

Working to help shape the future of the healthcare system from an equality, diversity and inclusion perspective by focusing upon improving access, experience, and health outcomes for all patients, service users, carers and the NHS workforce.

Improving leadership capacity and capability

by supporting the NHS in setting aspirational targets to increase BAME representation at senior and board level

Supporting the system architecture

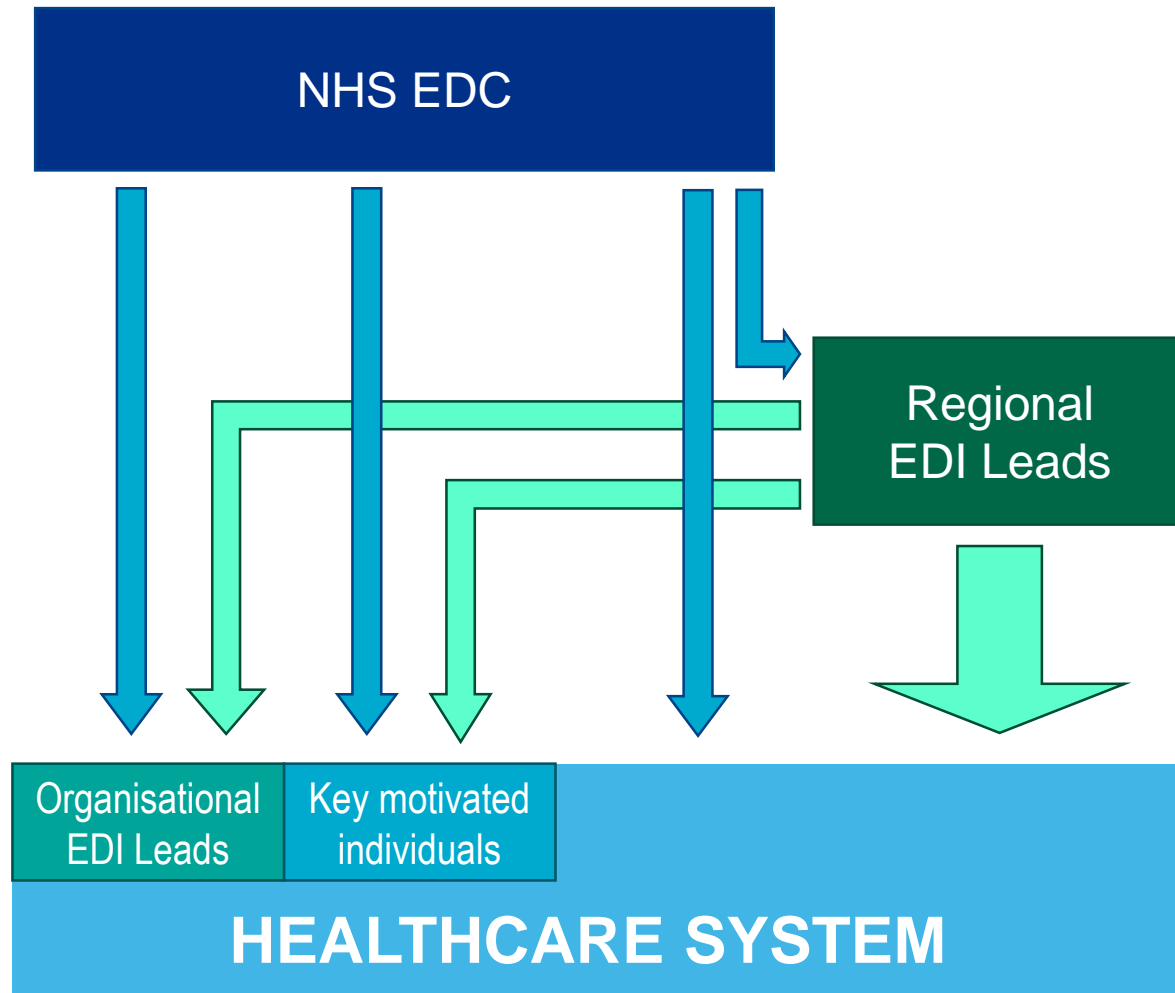
by supporting the system to plan and deliver on promoting equality, diversity and inclusion in a meaningful and effective way by way of refreshing EDS2

Embedding levers and accountability

by supporting improvement in BAME patient experiences of accessing cancer services and psychological therapies, through embedding equality & diversity as strategic elements within the emerging healthcare architecture

Providing visible leadership on equality and diversity issues across the health service and supporting the NHS to become an inclusive employer, making best use of diverse talent.

Getting the message out – building multiple channels



A system of multiple channels – with reinforcement through key individuals increases the reach and impact of EDC communications - combining direct messaging with cascaded 'echoes'

Regional EDI Leads, and a directory of motivated stakeholders will provide the key targets for the first-line messages and the source of reinforcement across the system

Recommendations:

Communication direction & strategy

- Ensure EDC narrative is up-to-date and remains fully aligned with developments in the landscape (*eg NHS Long Term Plan, Interim People Plan, NHS Assembly*)
- Develop a stream of ‘gobbets’ of content that can be used & repurposed across a number of channels
- Move to more visual communications wherever possible – *diagrams, infographics, pictures* – more powerful and impactful than plain text
- Maximise opportunities from ‘set piece’ elements of EDC activity, *eg EDC meetings, Annual Report, Project work* – communicating before and after to maximise impact and effectiveness of events

Recommendations: Strengthening channels & networks

- Build strong links with Regional EDI leads and support their role with suitable communications collateral
- Build links with communication leads from EDC member organisations. Get communication planning information from these organisations to coordinate activity
- Build annual EDI calendar to coordinate timing of communication activity for greater impact (*eg National Inclusion Week, Learning Disability Week*)
- Develop direct list of interested stakeholders from across the system to form core target for direct messages
- Develop regular (*monthly?*) newsletter – containing information from EDC + member orgs + general information
- Support social media development. (*Note: Twitter needs 3+ posts a day to be truly effective. A Facebook group may be much more time efficient.*)

Assess value of other social media channels (*eg LinkedIn – workforce; Instagram - visibility*)

Recommendations: Communications content

- Revise and refresh EDC pages on website (*possibly as part of a refresh of the Equality & Health Inequalities Hub*)
- Create series of blogs to demonstrate thought leadership and profile key individual's involvement in work of EDC (*eg Co-chairs*) or contribution to EDC activity (*eg other members/system leaders*)
- Create visual content from existing material (*eg EDC narrative, EDS, EDC papers and policy statements*)
- Create suitable material for events (*eg Presentations, handouts*) to maximise impact of events – including pre-reading and post-event follow-up

Recommendations: Supporting specific EDC projects

- Develop tailored activity and communication plans to support the delivery of specific EDC projects (*eg piloting of EDS, third version*)
 - including building links and communications contacts with project delivery partners, developing specific material and, possibly, separate communications channels (*eg newsletter, collaboration website*)

Implementation and next steps

- Views on the approach set out here, including prioritisation of recommendations?
- Governance, scrutiny and sign-off (*inc coordination with EDC members*)?
- Resource implications?