

Communications Plan 2022-6



We care
We respect
We are inclusive

Strategic Outcomes

Actions

Outcomes

Measures

Improved population health

- We will promote ELFT as the first NHS Marmot and anchor trust and celebrate our successes in tackling the social determinants of health.
- We will engage and work with partners towards providing a Fair Society and Healthy Lives through a common narrative and campaigns
- We will support our staff and members to be ambassadors for better public health.
- We will provide the insight needed to shape our work and inform policy-makers and providers

- ELFT will be known as a forerunner in its efforts to tackle the social determinants of health
- Our staff and members will be active champions for better public health
- The Trust will feel informed about service user, staff and public views on the services we provide and the services they want

- Stakeholder bulletin x4 a year and mailouts read by majority of recipients
- Year-on-year improvement in satisfaction in annual stakeholder survey
- More than 250 media stories a year, 80% positive by 2026

Improved experience of care

- We will promote the voice of the patient and service users through their stories and actively engage them to help shape our services
- We will ensure information from the Trust is accessible to all, regardless of their needs
- We will use publicity to demystify services, so users know what to expect and when
- We will promote the work of the Trust to tackle digital exclusion among service users and carers
- We will engage and explain to stakeholders plans to improve services, especially in mental health and primary care and campaign for new and better services

- Our service users and patients will feel heard and involved in shaping ELFT's services
- No one will feel excluded in accessing the information we produce and will know what to expect from our care
- Stakeholders will understand and be compelled by our narrative for better services

- New website to be in top 20 percentile for accessible sites
- 100,000 hits a month on new Trust website
- Largest number of Twitter followers for a Trust of its kind in London
- Year on year improvement in Insight measures
- Appropriate use of new communications channels eg Tik Tok, Instagram, film

Improved staff experience

- We will ensure the voice of staff is heard and staff feel engaged, listened to and informed. That way, staff will feel valued and staff who feel valued provide a high quality of care.
- We will promote staff networks to tackle inequities and ensure everyone feels valued
- To support wellbeing, we will ensure staff are aware of the benefits available to them.
- We will effectively run campaigns to recruit key staff and support initiatives to retain those already working for the Trust
- We will ensure staff are aware of initiatives to digitally transform services to support the work they do

- ELFT will be 'the' place for NHS staff to work thanks to them feeling valued through having a voice, being celebrated, aware of the benefits working for us brings and supported in the work they do.
- These benefits will be known through our recruitment and retention campaigns and initiatives

- 75% or greater proportion of staff completing annual survey and engagement score of 8.5
- Continued success in awards, including winning HSJ Trust of the Year

Improved value

- We will engage staff and service users in the Trust's financial viability programme, engaging them in reducing waste and improving financial and environmental sustainability
- We will work with partners in our system on efforts to improve value and reduce waste

- Staff, services users and partners will feel ownership and be passionate about ensuring every pound the Trust spends is well spent to improve lives and they are playing their part in tackling climate change

- A positively evaluated campaign to create a 'social movement' to improve value and reduce waste

Mission: To improve the quality of life for all we serve

Vision: We will work with our partners to deliver on our commitment to person-centred coordinated mental and physical health care, to improve the health and wellbeing of the communities we serve, to recover from the pandemic and to promote social justice