



Report to the Wessex Cancer Alliance Board				
<b>Title:</b>	<b>Communications Strategy</b>			
<b>Sponsor</b>	<b>Jemma Jones, Communications Director</b>			
<b>Date:</b>	<b>24/06/20</b>			
<b>Purpose</b>	<b>Assurance or reassurance</b>	<b>Approval</b>	<b>Ratification</b>	<b>Information</b>  <b>Yes</b>
Issue to be addressed:	N/A – for information only			
Response to the issue:	N/A – for information only			
Implications: (Clinical, Organisational, Governance, Legal?)	Effective communications will improve the Organisation’s visibility to their Stakeholders. Engagement with the patients and population of Wessex will support and promote the organisation.			
Risks: (Top 3) of carrying out the change / or not:	Lack of awareness of the Alliance Reputation/Public perception Services could be developed that do not meet the needs of the population if not properly engaged and involved.			
Summary: Conclusion and/or recommendation	Please see the summary of communications carried out by Wessex Cancer Alliance below which have contributed to the recent response to Covid-19 and have provided a basis for ongoing communication to be further embedded in all the work that is carried out by Wessex Cancer Alliance.			



## Communication

Communication from Wessex Cancer Alliance has taken various forms over the past few months and we plan to continue with many of these channels which have now become well established. These communications include:

- **Weekly communication bulletins** to all our Stakeholders and Partner organisations – providing a round-up of key published documents for cancer as well as any other relevant information from Wessex Cancer Alliance.
- **Rapid Diagnosis Service** – a communication strategy, activity planner and patient information leaflet are all underway and will be key to the successful launch of this new service (planned go live – 22 June 2020). Comms following launch will also continue in the form of an RDS Briefing at regular intervals.
- **Cancer Matters Website** – content has been shared with Dorset Creative, to provide a website that offers patients with a suite of information about cancer from early detection, prevention to treatment and diagnosis. The website will also have a directory of services which will be linked to the Cancer Care Map and provides detailed searches for support groups via a sophisticated search that can be tailored to a persons' location. This site will be launched imminently and will be a main repository for information from the Alliance, for our population.
- **Cancer Hubs** – a plan for the implementation of cancer hubs has been shared internally and a patient-friendly version of this information; about how this has been established in Wessex will be developed for the Cancer Matters website. All stakeholders have also been communicated with about the plans in place for Wessex. Regular review and feedback from the Cancer managers, will need to be collected by WCA to ensure the recovery phase is working and all teams are receiving the mutual support they need from local teams as well as the Alliance.
- **Close working with DCP** – regular comms contact and sharing of information has been established with the Dorset Cancer Partnership to ensure alignment of messaging. Dorset Cancer Partnership have well established communications with their local population and Trusts.
- **2ww referral details** – an amended version of patient information for the 2WW referral pathway has been approved and shared across Wessex for Primary care to share with any patients they refer on this pathway. This version, provides some additional details as a result of Covid-19.
- **SE Regional comms** – A representative from Wessex Cancer Alliance has joined all the comms calls that have been arranged by the regional cancer comms team, to ensure joined up working and messaging is shared and approved. All messages shared via NHS SE social media (Twitter/Facebook) are retweeted/shared.
- **Videos** – Wessex Cancer Alliance has produced several patient-facing films that have been shared on social media. The messages in the films have been part of the national “Help Us Help You” campaign and designed to provide reassurance about the treatment and care that is still available for cancer patients, during Covid-19. The videos include a nurse led message, a GP led message and a patient-led message. Over the coming weeks, there is potential for additional video content to be produced.



- **Press packs** have been shared with the National cancer alliance comms team following their request for positive media stories to be sent to them. WCA has provided one of the videos as mentioned above as well as a Press Pack about SafeFit

## Engagement

Engaging with the population of Wessex has been mainly via the social media channels and SE Regional comms as mentioned above.

There are however, a few projects that will require patient engagement during the coming weeks;

- **SafeFit** – UHS and Can Rehab are working with Macmillan to deliver a virtual service which has been tested with a select number of patients and all patients referred to the service during this time, will be asked if they are willing to be part of a research trial which monitors the effectiveness of the exercises this programme will be offering.
- **RDS** – Wessex Voices are working with Wessex Cancer Alliance to plan engagement and user-feedback of the RDS. Patients will be asked during their initial contact with the RDS team, if they are happy to take part in an evaluation of the service.

In addition to this, Wessex Cancer Alliance will continue to work closely with partner organisations who have also been carrying out engagement with the public and have been willing to share their reports or feedback. It is really important that these links are maintained to ensure work is not replicated and good engagement is shared as widely as possible.

- **STP/ICS teams** – Wessex Cancer Alliance has good links with the local STP and ICS comms and engagement teams and will work closely with them on any cancer related engagement that they carry out or that they can share on our behalf (survey links/Patient Participation groups etc).
- **Hospital Trusts comms teams** – We have worked closely with the Hospital Trust comms teams to develop some of the video content described above and to ensure the messages that are being shared by the SE regional team, are suitable for the circumstances at each Trust.
- **Local Health-Watches** have been carrying out some patient experience surveys and have shared their findings with Wessex Cancer Alliance. It was from these reports, we had insight into the concerns that cancer patients have had during the lockdown and our recovery plan comms has been developed with this information in mind.
- **Local Charity/Voluntary sector reports** – CRUK and Macmillan have also been working closely with the Alliance and sharing engagement feedback from their service-users. There have been online polls, phone lines that people can call and also a volunteer responders' scheme that have all been providing us with regular information about the cancer patients in our area, their concerns, their queries and their reservations about cancer treatment and/or diagnosis.
- **National Patient Experience and Engagement** – A regular video call has been set up for all Cancer Alliance engagement leads to speak with the national team and share any useful information or successful engagement ideas.