



Communications and Public, Carer and Patient Involvement (PPI) Strategy

Report to the Wessex Cancer Alliance Board	
Title:	Communication and Patient, Carer and Public Involvement Strategy (3 year)
Sponsor	Jemma Jones and Sue Newell
Date:	10 March 2021
Purpose	To approve the WCA Communication and Patient, Carer and Public Involvement Strategy
Issue to be addressed:	We are seeking the approval and adoption of the WCA Communications and Patient, Carer and Public Involvement Strategy. This follows the presentation of the draft to the Board in December and the subsequent engagement with partners, stakeholders, patients, carers and the public. The Strategy and Equality Health Impact Assessment (EHIA) has been amended as a result.
Response to the issue:	Feedback has been incorporated so the Strategy now provides a clearer aim, vision and set of outcomes around communications and involvement for the Alliance, and will support the Alliance's national and legal requirements to communicate and engage with stakeholders, particularly patients, carers and the public and specifically from those with protected characteristics and/ who experience health inequalities. It is accompanied by an EHIA. In addition, a Communication and PPI planner will be developed to identify comms and involvement actions for specific WCA projects.
Implications:	Organisational and legal
Risks: (Top 3) of carrying out the change / or not:	The risks of not adopting and implementing the Communication and Involvement Strategy include: 1) Poor outcomes for cancer as the public and other stakeholders are not well informed 2) Alliance projects do not achieve impact as engagement or comms is poorly executed 3) Involvement from seldom heard groups remains low and so health inequalities do not reduce or are exacerbated in these communities.
Summary: Conclusion and/or recommendation	We ask the Board to approve this Strategy and EHIA so that it can now be implemented.