

TRUST BOARD

Date of Meeting: 11/01/2011		Enclosure: 6
		Agenda Item No: 8.2
Title of Report: Communication and Engagement Strategy 2011-2014		
Aims: To set out the framework of how the Trust intends to communicate and engage with its audiences over the next three years.		
Summary: The Trust is committed to improving communication and engagement and understands the importance of clear, honest, timely and relevant communication. Communication and engagement is a key part of the Trust's overarching Governance Framework to ensure the delivery of safe and effective patient care. The Strategy includes a comprehensive Patient Experience Toolkit to support collaborative working with our patients.		
Specific implications for consideration (Financial/Workforce/Risk/Legal/Race Equality etc):		
Financial	None	
Workforce	Improved communication and engagement with staff	
Other	Improved communication and engagement with the Trust's patients, public and stakeholders	
Recommendations: The Trust Board to formally adopt the Communication and Engagement Strategy for the period 2011-2014.		
Document previously approved by: Trust Partnership Forum Patient Panels		
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