



# Stakeholder engagement and collaborative working

**The Long Term Workforce Plan emphasised the importance of retaining our valued NHS workforce. Employers should be looking at their wellbeing offer and critically evaluating the experience of staff through all stages of their careers.**

**A positive staff experience and a rounded support offer are vital to encouraging staff to remain in the workplace. Our guide provides practical tools that will help NHS health and wellbeing and staff experience leads deliver successful communications campaigns and initiatives to support their colleagues.**

Before you deliver your campaign or initiative, it's essential that you engage with key stakeholders (those who can help you drive your messages/campaign forward) and teams. Working collaboratively will help to ensure that your campaign or initiative is a success.

## **Get your leaders onboard**

Some campaigns or initiatives may benefit from buy-in from your senior leadership team. Encourage your leaders to echo the importance of your messages. Showcasing in your communications how leaders embrace and use the available wellbeing initiatives, can encourage staff to engage in them.

## **Collaborate with your communications team**

It is important to involve your communications colleagues at the outset so that they can factor your plans within the overall organisation-wide communications strategy. Communications colleagues will be able to advise you on matters such as:

- best channels to use

- media opportunities (if applicable)
- messaging including style and tone
- when will be the best time to launch your activities for maximum impact.

Before approaching your communications and/or HR team, you should:

- complete the communications plan and share this plan with the team. This will help to ensure their buy-in and check your plans do not overlap with anything they are planning to do
- finalise your key messages as much as possible before sending them for review
- have a clear plan of timescales and what actions you require from the team
- think about the evaluation of the campaign, do you need any input from the communications team?
- share any evaluation of previous similar activities to demonstrate the effectiveness of the initiative
- find out if there are any national campaigns that you can use as a hook for your campaign or initiative.

### **Questions you might want to ask your communications team**

- Is there a monthly or annual communications plan so you can check that your messages won't conflict with any organisation-wide campaigns?
- Does your organisation have any plans for upcoming national awareness days/weeks/months that would be good to link your campaign to, for example Stress Awareness Week.

- What channels are available for you to communicate with staff?  
Ask your communications team if they can share copy deadlines and publication dates with you.
- What other resources are available to you, for example an onsite photographer or designer.
- Check what your house style is, for example the font you should use, branding etc.
- Check if there are any guidelines regarding the use of social media.