

Your communications and engagement plan

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.

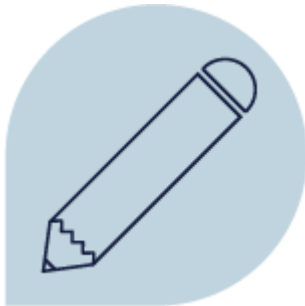
A positive staff experience and a rounded support offer are vital to encouraging staff to remain in the workplace. Our guide provides practical tools that will help NHS health and wellbeing and staff experience leads deliver successful communications campaigns and initiatives to support their colleagues.

For your health and wellbeing strategy or initiative to be a success, it's essential that you follow these ten key communications steps:

1. Meet with key stakeholders and communications colleagues to discuss your plans and seek their advice, support, ideas and expertise.
2. Develop your key messages and share them with all colleagues involved.
3. Identify your target audience and decide on the channels that will be most effective to reach them.
4. Allocate resources and budget (if you have one).
5. Plan your events and activities. If you're using social media, draw up a strategy.
6. Identify potential media opportunities.
7. Decide how you will launch your campaign or initiative.
8. Monitor the campaign regularly to help you produce an accurate evaluation report.

9. Produce an overall evaluation, identifying what worked well and what could be improved.
10. Start planning the next phase, repeating these steps.

Getting started



When you meet with key stakeholders, it's useful to have already **drafted a plan** to help discussions. The communications stages will help you to shape your plan by identifying areas you should try to cover, including:

- **Objectives** - For example, to promote smoking cessation to nursing staff and reduce the number of smokers by five per cent by April 2023.
- **Key message(s)** - Smoking is bad for your health, benefits of quitting, ways you can stop and how the trust can help staff.
- **Target audience** - Nurses across the trust.
- **Activities** - Create a video of a senior member of nursing staff talking about the benefits of quitting smoking.
- **Timings** - Throughout September in line with the upcoming Stoptober campaign.
- **Communication channels** - Intranet to host the video, posters in staff rooms and in smoking shelters, line managers to talk directly to their team.
- **Evaluation** - Pre and post campaign surveys using SurveyMonkey and face-to-face feedback.

Our eight elements to a positive staff experience resource includes details and information that are essential for creating, implementing and evaluating an effective staff experience strategy.