

# **NHS England and Public Health England North East Manchester Diabetic Eye Screening Programme**

## **STAKEHOLDER ENGAGEMENT ACTIVITY PLAN August 2015**

Stakeholder Group	Action/Lead Officer
<b>Patients and Public</b>	
<p>Web content publication date is <b>3<sup>rd</sup> August 2015</b></p> <p>The items to be uploaded are:</p> <ul style="list-style-type: none"> <li>• Pennine Acute Website – <ol style="list-style-type: none"> <li>1. Future Service Delivery Options proposal.</li> <li>2. Summary overview</li> <li>3. Link to online survey</li> <li>4. Details of helpline</li> </ol> </li> </ul>	<p>Summary overview – AH</p> <p>Options Proposal – AH</p> <p>Online survey link - HY</p>
PPGs / Health Forums/Patient Groups etc across each of the three CCG areas.	Communication information disseminated via the CCG Communications and Engagement Teams.
<p>Diabetic Patients – Pennine Acute</p> <p>Pennine Acute to include additional information in all of the appointment letters which are sent during the formal engagement period (cira 1,000 per week). Letters will provide an overview, a link to the online survey and details of the helpline where patients can call and the internal team will complete the survey online on their behalf.</p> <p>Patients who attend for their retinopathy review during the formal engagement period will be provided with the opportunity to respond when attending clinic and whilst waiting for their appointment.</p>	TK/HY/AH/RM/HK/
<p>3 Stakeholder events being held to launch the formal process. These will take place across the 3 CCG localities at time and venue below:</p> <p>4th August 2pm – 7pm Middleton Masonic Hall  5th August 2pm – 7pm Oldham Elizabeth Hall  6th August 2pm – 7pm Bury masonic Lodge</p> <p>Available to stakeholders at the event:  Future Service Delivery Options proposal.  Summary overview  Link to online survey  Details of helpline</p>	AH/HY/RM/TK/HK

Young Diabetic Patients	HY/HK
Circulate information to the Young Diabetic Patients Network	
Social Media	All members of the sub-group who have access to social media.
Daily twitter feed with links to online survey and relevant information.	
Encourage dissemination across other Social Media channels.	
Diabetic Networks	All members of the sub-group.
Disseminate relevant information across known Diabetic Networks in all 3 CCG localities	
<b>Third Sector Organisations</b>	
All information disseminated via VSNW and GMCVO network	HY/HK
All information disseminated via the Council for Voluntary Services	HY/HK
Healthwatch - –	HY/HK and HW Lead
Disseminate information via their known networks	
Disability/ Carer Organisations	All members of the C&E sub-group.
Disseminate information via known networks	
<b>Clinical Engagement</b>	
CCG Boards	NHS England Commissioner
GPs	Communication Bulletin via CCGs
<b>Stakeholder Group</b>	<b>Action/Lead Officer</b>
Provider	TK/NN
Clinical Quality/Governance Committees	AL/TJ
Health & Wellbeing Boards	NHS England Commissioner
<b>Political Engagement</b>	
Joint Overview & Scrutiny Committee	NHS England Commissioner
MPs	At the discretion of NHS England and the CCGs
<b>Media Engagement</b>	
Advertise via relevant media channels as determined by the media leads within the C&E sub-group.	AS/TJ/AM/PB

