

Comms Delivery Plan 2024-25

All of the objectives outlined in our comms delivery plan below are aligned with and complement our organisation's strategic aims:

1. Access and Accessibility

We will influence, support and advocate for improved access to primary, secondary, social care services and mental health services in our region, placing particular emphasis on reducing health inequalities and improving services for young and the elderly.

2. Increase Awareness

We will work to help the public understand the way health and social care services are being reformed, delivered, and planned across Cambridgeshire and Peterborough, so they better understand the choices available and provide them with high quality, information, advice, and guidance.

3. Be the Voice of the Public

We will listen, gather, and share the views and experiences of individual service users and communities with decision makers, acting as a critical friend to hold them to account. We will involve local people in projects and research to gather information, patient stories, case studies and feedback to help us monitor service quality, patient outcomes and help to shape service delivery locally and regionally.

We have included a section in the plan for each objective which explains how we will measure the effectiveness of our actions to achieve them. Please note that we have not set specific figures as there are a variety of external factors which will have an impact on our results, e.g. social media algorithms, website migration process and workflows. Equally, each campaign that we undertake will involve strategies, audiences and targets that are specific to that project. However, we will seek to identify trends and patterns in the data against each objective.

What are our priorities to deliver/change?	What is the expected benefit?	How will we be able to measure effectiveness? (KPIs)
1. Migration and restructure of our websites	<p>Increased efficiency of website management.</p> <p>Easier for website visitors to locate relevant information and advice. Content can be more easily tailored to user needs due to increased flexibility of content management system.</p>	<p>Increase in traffic visiting the updated websites and the length of time visitors remain on the site.</p> <p>Increased SEO.</p> <p>All the above are measurable via Google Analytics.</p>
2. A greater use of case studies and composite stories within our comms	<p>Demonstrating to the public that their voices are being heard and amplified.</p> <p>Ready made resources to share with decision makers.</p> <p>Encourage more people to get in contact with their experiences and be willing to provide new case studies.</p>	<p>Highlight case studies through Podcast / Social media / Website articles.</p> <p>Generate more engagement with audiences through these channels.</p> <p>Use website analytics to monitor. We are aware that personal stories generate the most interest and we expect them to drive more traffic as a result.</p>
3. Engage audiences through social media with campaigns that reflect case studies.	Creating more of a balance between sharing our own content and that of external organisation.	Comparing reach and engagement around relevant posts. Identifying topics that are most engaged with to guide content production.

		Use Meta and Hootsuite data analytics to measure progress.
4. Support and contribute to targeted campaigns to increase feedback from lesser heard communities.	<p>Re-energising Health and Care Forums and Partnership Board meetings.</p> <p>To encourage more people to attend our events.</p>	<p>Increased engagement with other organisations whose aim is to support communities that are harder to reach.</p> <p>This can be measured by an increase in contacts added to our database.</p>
5. Support and contribute to campaigns to recruit new volunteers and engage existing volunteers.	Increased reach and brand awareness as a result of getting more people involved in our work.	<p>Establishment of Youthwatch.</p> <p>An increase in the number of active volunteers across all regions of our patch.</p>
6. Development of media contacts list and engagement with them.	Greater public awareness of the work that Healthwatch does and its impact.	<p>Increase volume and reach of press releases / media coverage relating to Healthwatch.</p> <p>Monitor and compare figures to previous years stats.</p>