



**Yorkshire and the Humber**  
Clinical Senate

Free and full independent and impartial clinical advice

YORKSHIRE AND THE HUMBER CLINICAL SENATE

# COMMUNICATIONS FRAMEWORK

Version 4.0

April 2019



## Version Control

| Document Version  | Date          | Comments   | Drafted by               |
|-------------------|---------------|--|--------------------------|
| Draft Version 0.1 | November 2014 | 1 <sup>st</sup> Draft  | Initial draft by J Poole |
| Final Version 1.0 | November 2014 | Discussed and agreed at November Senate Council meeting                                      | J Poole                  |
| Version 2.0       | April 2015    | Following changes to our PPI Strategy and our communications support                         | J Poole                  |
| Version 3.0       | April 2017    | Refreshed following decisions made at the Council review of processes and procedures in 2016 | Joanne Poole             |
| Version 4.0       | April 2019    | Refreshed and updated  | Joanne Poole             |

## 1. Purpose

The Senate provides free and full, independent and impartial clinical advice on any proposal for service change in health care that has significant implications for the workforce, patients and the public.

Its role is to act as a clinical critical friend advising on the provision of the best overall care and outcomes for patients in the Yorkshire and the Humber.

This framework sets out the proposals for managing communications across the Yorkshire and the Humber Senate. Informing and engaging our stakeholders and the public in our work is fundamental to the Senate's success. This communications framework will support our stakeholders in understanding the purpose of the Senate and demonstrate transparency in advice provision.

## 2. Communication Objectives

- To ensure a consistent and co-ordinated approach to the Senate communications and to ensure our approach proactively and effectively communicates the purpose, priorities, messages and values of the Senate
- To develop effective communication systems where formal Senate advice is published, in a clear and transparent way
- To share resources, knowledge and expertise between the Senate community, including all identified stakeholders
- Ensure that the Yorkshire and the Humber Senate has a positive culture of consistent, open and clear communication
- To pro-actively manage appropriate communications and increase the confidence and understanding in how the work of the Clinical Senate can improve services to patients
- To provide a regular flow of information to key stakeholders

## 3. Key Means of Communications

The Senate website will be the up to date repository of all Senate business [www.yhsenate.nhs.uk](http://www.yhsenate.nhs.uk) including all published reports and governance documentation. The website will be maintained by the Senate Manager and the Senate Administrator.

The key outputs of the Senate (all to be published on the website) will include:

- An annual report
- A quarterly e-bulletin sent by email to all stakeholders listed in Appendix A, to summarise Senate progress
- Senate reports on referred topics. All Senate reports will be put into the public domain. The timeframe for publication will be agreed with the sponsor in the Terms of Reference for each topic

- Case studies of referred topics
- Agendas and minutes of Council meetings
- A regular email update of Senate business to Assembly members

#### **4. Partnership Communications**

It is recognised that there is potential for crossover work with partnership organisations, depending on the topic being addressed. The Senate Manager will ensure that annual work plans and topic documentation is shared with relevant partners so that potential areas of conflict or duplication are avoided.

#### **5. Internal Communications**

It is important to maintain good communications between the Senate Council and the Assembly and within these two bodies. Email will be the main means of communication with all parties. The following summarises the main approaches to this communication:

- The Senate Manager and the Senate Administrator are the main point for any communication queries from Senate members
- Council members are provided with each other's contact details to aid their internal communications
- All Assembly members will be informed by either email or via the Assembly email update, of any opportunities for involvement as members of expert clinical panels and will be informed of any key decisions / issues raised by the Council
- When expert clinical panels are appointed in response to a particular topic request, the Council and the Assembly will be informed of the membership of that panel
- The panel will be provided with each other's contact details to aid their communications for the duration of the project

## 6. Roles and Responsibilities

The following matrix outlines the roles and responsibilities for Senate communication.

| Responsibility  | Clinical Senate Chair & Area Medical Director | Clinical Senate Council | Senate Assembly Member |
|---|---|-------------------------|------------------------|
| Nature of Communication   |   |                         |                        |
| National media plans and national stakeholder engagement activity               | ✓   |                         |                        |
| Briefing ministers  | ✓   |                         |                        |
| Media/Parliamentary queries about annual work plans and general Senate activity | ✓   |                         |                        |
| Local stakeholder engagement work   |   | ✓                       | ✓                      |
| Communicating about Senate work within their own organisations                  | ✓   | ✓                       | ✓                      |
| Proactive local media work  | ✓   | ✓                       |                        |
| Development of overarching Senate business messages                             | ✓   | ✓                       |                        |
| Tailoring of messages for local use   |   | ✓                       | ✓                      |

## 7. Audiences

The Yorkshire and the Humber Senate will involve and communicate with a wide range of stakeholders to achieve its communications objectives. Communications activities will be tailored to individual stakeholder needs.

The following table sets out the anticipated level and method of engagement required:

|                |  |
|----------------|--|
| <b>Manage</b>  | Key stakeholders who should be fully engaged through communications and consultation                                       |
| <b>Inform</b>  | Keeping interested groups/people informed. The level and depth of communication may vary depending on the topic for advice |
| <b>Monitor</b> | This group will need to be monitored for communication and engagement requirements   |

| Type                      | Audience   | Level of Engagement | Method  |
|---------------------------|--|---------------------|---|
| Commissioners             | Clinical Commissioning Groups                    | Manage              | <ul style="list-style-type: none"> <li>Website</li> <li>Stakeholder quarterly newsletter</li> <li>Media and digital media – Twitter</li> <li>Face to face</li> <li>Written communications</li> <li>Briefings</li> <li>Telephone</li> <li>Annual report</li> </ul> |
|                           | Local Authority Health Commissioners             | Manage              |   |
| Secondary Care Providers  | Local acute providers and tertiary centres       | Manage              | <ul style="list-style-type: none"> <li>Website</li> <li>Stakeholder quarterly newsletter</li> <li>Media and digital media – Twitter</li> <li>Face to face</li> <li>Written communications</li> <li>Briefings</li> <li>Telephone</li> <li>Annual report</li> </ul> |
|                           | Local mental health providers                    | Manage              |   |
|                           | Local community health providers                 | Manage              |   |
| Primary Care Providers    | GPs and wider primary care clinical teams        | Inform              | <ul style="list-style-type: none"> <li>Website</li> <li>Stakeholder quarterly newsletter</li> </ul>   |
|                           | Local medical committees                         | Monitor             |   |
|                           | Local dental and optometry committees            | Monitor             |   |
|                           | Dentists Pharmacists and Optometrists            | Monitor             |   |
| Public Partners           | Clinical Networks                                | Inform              | <ul style="list-style-type: none"> <li>Website</li> <li>Stakeholder quarterly newsletter</li> <li>Partnership engagement events</li> <li>Meetings and telephone communications</li> </ul>   |
|                           | Academic Health Science Network                  | Inform              |   |
|                           | Councils   | Inform              |   |
|                           | Clinical Senates England                         | manage              |   |
|                           | Voluntary organisations                          | Inform              |   |
|                           | Community organisations                          | Inform              |   |
| Health & Wellbeing Boards | Inform   |                     |   |
| Regulatory Bodies         | NHS Improvement                                  | Monitor             | <ul style="list-style-type: none"> <li>Website</li> <li>Written communications</li> <li>Meetings and telephone communications</li> </ul>  |
|                           | Care Quality Commission                          | Monitor             |   |
|                           | National Institute of Clinical Excellence (NICE) | Monitor             |   |
|                           | Professional colleges                            | Monitor             |   |
|                           | Health overview and scrutiny committees          | Monitor             |   |

## 8. Individual Topics

The Yorkshire and the Humber Senate will use the following approaches to obtaining topic referrals, managing topic work and communicating our reports:

- The Senate Manager will review the monthly reconfiguration grids developed by the Clinical Strategy Team and approach the named leads to discuss working with the Senate on the development of their proposals
- The Senate Manager will maintain a log of all potential and confirmed referrals and keep this updated with progress
- The approach to communications for each topic will be agreed with the sponsor within the Terms of Reference for each topic
- It is the intention that all Senate advice is published on the Senate website. The timescales for the publication are agreed within the Terms of Reference for that topic but are expected to be within 8 weeks of the report being finalised.

## 9. Media Enquiries and Press Releases

The work of the Clinical Senate may generate interest from external local and specialist media, therefore, messaging needs to be closely managed to ensure that it is consistent and clear and reflective of the organisations vision and objectives. The Senate has purchased a reactive media support package from the Academic Health Science Network (AHSN).

- Any member of the Senate who is approached by the media in relation to their work on the Senate should direct the media to the Senate Manager/ Senate Administrator who can co-ordinate a response with the assistance of the communications support from the AHSN. The Senate Manager will contact all relevant colleagues for up to date information in order to collate a response to the enquiry
- The response will be agreed by the Senate Chair, Clinical Network and Senate Associate Director and NHS England and NHS Improvement Medical Director for the North East and Yorkshire
- A copy of the prepared statement will be circulated electronically to all members of the Council / relevant members of the Assembly, to ensure consistency of approach in the event that journalists follow up their enquiries through contacting other bodies and organisations
- The Senate Chair and Senate Council will need to agree whether a press release is required for a particular review. This will also require agreement from the NHS England and NHS Improvement Medical Director for the North East and Yorkshire and /or the Associate Director for Clinical Networks and the Senate. The development of the press release will be managed by the Senate Manager in association with communications support

A copy of the press release will be circulated electronically to Senate members and to stakeholder communications teams.

In all cases, the Senate Manager will monitor coverage of the press release/ statement in the media and collate details for the Senate Council to evaluate/ respond to.

## **10. Official Correspondence with MPs**

The response to any approach from an MP will be co-ordinated through the Senate Manager and communications support.



## Appendix A

Distribution list for the quarterly email bulletin

- ❖ CCG Chief Officers
- ❖ CCG Chairs
- ❖ Commissioning Sponsors
- ❖ Chief Executives – provider trusts
- ❖ Medical Directors – provider trusts
- ❖ Chairs of Clinical Reference Groups
- ❖ NHS England Directors - Yorkshire and the Humber
- ❖ Directors of Public Health
- ❖ Chairs of Health & Wellbeing Boards
- ❖ Health & Wellbeing Support Officer Network
- ❖ Healthwatch – Yorkshire and the Humber
- ❖ Chairs of Scrutiny Committees
- ❖ Oversight and Scrutiny Committee Support Officers
- ❖ Clinical Networks and Senate Team – Yorkshire and the Humber
- ❖ Heads of Senate/Senate Managers - countrywide
- ❖ Senate Council
- ❖ Senate Assembly