

Our communications and engagement strategy

Our vision

We want people to live healthy and independent lives, supported by thriving and connected communities with timely and easy access to high quality and efficient public services when they need them.

Our values



**Quality
Improvement**



**Integrated
Working**



**Personal
Integrity**



Compassion



**Self-
Awareness**

Our communication and engagement objectives

To build trusted relationships with groups and individuals in Somerset

To encourage the public to have their say by making it as easy as possible for them to talk to us

To make sure everyone can access information about what we are doing and why we are doing it

To support our staff to hear the public voice in the commissioning of services

Working together to improve health and wellbeing

The outcomes we are aiming to achieve



Somerset
Clinical Commissioning Group

- The people of Somerset feel informed and are aware of how they can feedback to us, feel confident to discuss issues with us and assured that these will be acted upon.
- Our stakeholders and audiences see us as a trusted, credible organisation which is leading the development of local NHS services.
- Staff feel valued and able to express their ideas and opinions, positively impacting on recruitment and retention.

- The people of Somerset understand the challenges we face and the changes that we need to make and have the opportunity to have their voice heard.
- The people of Somerset are well informed and have a good understanding of local services and what is available to them.
- The people of Somerset feel more able to engage with us and their trust in us increases.

- Our population and stakeholders are confident that we are acting in the interests of the people of Somerset and that we have a clear vision for the future of local health services.
- The people of Somerset have the information they need to improve their own health and wellbeing.
- Staff feel valued and their training and development needs are supported, improving recruitment and retention.

- People in Somerset feel that they have had the opportunity to give their views and have been involved in decisions around the development and delivery of local health care services.
- Governing Body, staff and GP members understand their role and what is expected of them in terms of consultation and engagement and have the support they need to do this effectively.
- Our communications and engagement activity is focused on our core organisational objectives.
- Staff feel valued and able to express their ideas and opinions, positively impacting on recruitment and retention.

Working together to improve health and wellbeing