

Our Communications and Engagement strategy on a page



East Suffolk and North Essex
NHS Foundation Trust

Our communications and engagement objectives for January 2022 – January 2024

- Develop consistent **key messages** and a **brand identity** in line with national NHS branding guidelines that can be communicated to all audiences.
- Deliver effective communications and engagement to support the delivery of ESNEFT's **strategic objectives** as set out in our ESNEFT Strategy (July 2019). This will be through working with patients and staff, NHS and social care teams, stakeholders, partners and the public in strategic planning and service transformation.
- Develop consistent, regular and high quality **communication channels** reaching staff, stakeholders, patients and the public, with a focus on prevention and self care.
- Secure ESNEFT's **reputation** for effective public and patient engagement, and promote its success beyond the boundaries of Suffolk and Essex.
- Deliver **engagement** that aligns with our cost improvement programme.

Our ESNEFT communications and engagement principles

Being open and accountable	<ul style="list-style-type: none"> • Being open, honest and accountable and explaining the reasons for what we do • Responding to questions promptly and fully • Having a clear, easy to recognise corporate style or 'brand' in all we do • Working in partnership with other agencies to plan and coordinate communication • Providing internal communications which support our staff to engage effectively with all our partners, stakeholders and the public • Promoting our achievements and building credibility and trust in the services we provide
Planned and focused	<ul style="list-style-type: none"> • Communication and engagement work supports our strategic objectives • Communications are inclusive to everyone in the local communities that we serve • Making sure that ESNEFT has the appropriate communications and engagement skills and expertise to deliver
Two-way	<ul style="list-style-type: none"> • Internally and externally, encouraging feedback at all levels and showing where services and systems have changed to reflect this • We are a listening and learning organisation • Using clear language in plain English so that everyone can understand what we are saying (translated when required) • Being sensitive and respectful to the needs and aspirations of others • Avoiding jargon and acronyms • Improving digital access to information for our patients eg using the patient portal
Timely and targeted	<ul style="list-style-type: none"> • Making sure we reach the right audiences at the right time, and ensuring what we do is accessible to those receiving it
Cost effective	<ul style="list-style-type: none"> • Using the resources available to us prudently to deliver best value
Sustained	<ul style="list-style-type: none"> • Using communication and engagement consistently with clear, strong messages, often over a period of time to achieve impact