

# Report to the Meeting of the

# Oxford Health NHS Foundation Trust

**BOD 18/2022**

(Agenda item: 14)

# Board of Directors

**30 March 2022**

**Oxford Health Communications Strategy 2022-2027**

**For: Information/Assurance**

**Executive Summary**

This report focuses on a draft Communications Strategy for the Trust covering 2022 to 2027 as a key driver in supporting the Trust’s strategic aims and ambitions to become an outstanding organisation that delivers excellent care with a skilled, motivated and valued workforce.

There has not been an active communications strategy at OHFT for several years. This document seeks to remedy that. It sets out how communications activity is being positioned to be central to Oxford Health’s four strategic objectives; a golden thread that weaves through:

* **Quality** Deliver the best possible care and health outcomes
* **People** Be a great place to work
* **Sustainability** Make the best use of our resources and protect the environment
* **Research and Education** Be a leader in healthcare research and education

Robust communication is at the heart of everything that the Trust strives to do; this new draft strategy seeks to set out the direction of travel required and is presented to complement other enabling strategic documents - Community, Digital, Clinical, Family, friends and carers strategies.

In order to become truly outstanding, there must be a drive for continuous improvement, a listening and respectful culture and one which thrives through engagement with staff, services users, families and carers alongside partners in the wider health and social care system as well as research and education institutions.

With some limited awareness of what the Communications Team role is in the organisation, this draft strategy seeks to set out the current breadth and scope of current activities and successes. Most importantly it details future activity and how the communications team will enhance and support a broad range of work and how it can be measured.

In digestible sections, it provides

* an overview
* strategic objectives,
* communications principles,
* spectrum of internal and external audiences and stakeholders
* our digital focus,
* our brand
* campaigns
* work to support Oxford Health Charity

This draft strategy is being widely circulated to directors, senior clinical and operational leaders, Governors, involvement leads, staff networks and patient, carers, service user groups for further engagement and feedback. It will also be circulated to the Youth Board to ascertain the views of young people engaged in the Trust, particularly around social media.

The strategy will be further developed, leading to a designed document in line with the Trust Strategy complemented by a plan on a page plus easy read versions to assure accessibility.

**Governance Route/Escalation Process**

This draft strategy has been circulated twice to the Extended Executive Management Committee which includes all senior leaders on February 14. It was also presented to the EMC on March 14, 2022 who gave positive feedback and assurances to its themes and contents. In addition, further extensive feedback has been sought and is still being gathered from a range of stakeholders.

The core strategy has been agreed by the Director for Corporate Affairs and Company Secretary who has overall responsibility for this area of work.

**Recommendation**

The Board is invited to confirm it is assured of the robustness and progress of the Communications Strategy and to provide further feedback. The Board is also invited to delegate to the Executive Management Committee the ratification of the final version in April and dissemination to the Board and wider Trust.

**Sara Taylor, Associate Director of Communications**

**Kerry Rogers, Director of Corporate Affairs and Company Secretary**