

Appendix 2

Partnership reach and channels

Our partners have a range of channels and can reach large, diverse audiences, both the already informed and engaged and those who are under-represented.

The examples listed here illustrate some of the opportunities for the Buckinghamshire, Oxfordshire and Berkshire West ICB and ICP to promote engagement and awareness of our strategies and plans.

NHS Trusts

There are six NHS Trusts across our area. All have active social media channels and stage a range of events. The five foundation trusts communicate regularly with their members about their performance, plans and progress.

For example, Oxford University Hospitals Foundation Trust has around 7,700 members, who receive a monthly e-bulletin, and the Trust supports them to be well-informed and motivated and provides them with opportunities to help shape how our services develop. This helps the Trust to be a responsive organisation with a good understanding of the needs of its patients and the communities it serves.

Like other Trusts – and local authorities – Oxford University Hospitals has a much greater following than the ICB (or, previously, the CCGs) on social media. The Trust has over 19,000 followers on Twitter, 25,000 followers on Facebook and 16,700 on LinkedIn.

Their on-site digital screens also have the potential to reach the daily flow of thousands of patients and thousands of visitors to their hospitals.

Local Authorities

We have five upper-tier local authorities and five district councils, all of whom own their own communication channels to reach and share information with their residents.

For example, Oxfordshire County Council conducts a range of regular insight activities, including resident surveys and focus groups. The council's "Your Oxfordshire" e-newsletter is mailed to 35,000 recipients. Oxfordshire County Council social media channels have a wide reach, with over 45,000 followers on Twitter, 24,000 on Facebook and 11,000 on LinkedIn.

Healthwatch

There are five Healthwatch groups in our system. Each has its own channels and engage with diverse audiences in our communities.

For example, Healthwatch Bucks sends a monthly newsletter to over 900 people and is active on Twitter (2,500 followers) and Facebook (2,500 followers).

Healthwatch also support and promote membership of Patient Participation Groups, encouraging engagement at the GP practice level, and can use specialist community researchers to reach and engage with diverse parts of the population.

Voluntary Community and Social Enterprise (VCSE) Alliance

It is estimated that the VCSE sector across the BOB ICS footprint could be composed of more than 10,000 charities, community groups and social enterprises.

The BOB VCSE Alliance is supported by the ICB and has around 200 members in the VCSE sector across Buckinghamshire, Oxfordshire and Berkshire West. It has four embryonic working groups which look at learning disability & autism, mental health, ageing well and health inequalities.

The BOB VCSE steering group is composed of the county or district level voluntary sector umbrella bodies, which are already involved in health and wellbeing boards.