

## Summary of Communications and Channels: Norfolk Care Association Consultation: April 2019

No.	Topic	Time Scales	Involved
1	Seventeen standard communications have been sent out using the Executive Steering Group distribution systems/newsletters and through Sue Starling (NCC communications officer) to press/broadcast media	August 2018 to March 2019	Fiona Denny (FD)
2	10 x consultation events throughout October (78 participants) from care sector providers in Dereham, Kings Lynn, Great Yarmouth, Norwich and Aylsham. Feedback on key points to all those booking to attend (112 individuals) Further 2 x emails sent to raise awareness of on-line survey.	Late October 2018 and January 2019	FD
3	Consultation Website launched and regularly updated: <a href="http://www.norfolkcareassociationconsultation.com">www.norfolkcareassociationconsultation.com</a>  Survey link on Website: 17 December 2018 to 8 February 2019	Early November 2018	Don Leggett FD Claire Lowe
4	Letter to Head Office providers where there are either multiple outlets/services in Norfolk or where they are a national provider – either emailed or individualised and pasted into contact forms (37 sent).	Jan 2019	FD
5	Linked-in Profile established and posts written to promote the survey and the consultation website. Pete Dean (Market Connector) has also used his Linked-in Profile and person contacts to promote the survey	Jan 2019	FD and Pete Dean (Market Connector)
6	Comms (some standard some modified) written for Suffolk Association of Independent Care to send out to raise awareness of consultation, promote survey and provide information on next steps	Jan - March 2019	FD and Moira Weller
7	Comms (some standard some modified) on recruitment of market connectors and survey launch and outcomes sent to Suffolk Brokerage to send out as e-news flash to Suffolk providers.	September 2018 - March 2019	FD and Suzanne York
8	Equal Lives Social Media channels used to promote survey to Individual Employers and to give information on next steps and survey outcomes (Comms 16 and 17).	Dec 18, Jan - March 2019	FD and Daniel Lummis
8	NCC Living Well at Home (Blog) – promotion of survey and information on next steps and online survey outcomes (Comms 16 and 17). Contact is Imogen Statham	Dec 18, Jan – March 2019	FD and Imogen Statham
9	Two videos of Market Connectors promoting Care Association and survey produced, placed on website and You Tube. Sent out via various channels including usual communications channels (see A – H below)	December 2018/Jan 2019	Don Leggett FD
10	Our 6 Market Connectors phoned and spoke to around 600 organisations/services to raise awareness of the Care Association and the consultation during the survey period.	14 Jan 2019 to 8 February 2019	Market Connectors
11	Care Home Conference: update on the Care Association Consultation provided Audience: Care Home Managers and Senior Nurses.	13 <sup>th</sup> February 2019	Dawn Collins

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	Approximately 100 attendees		
12	Responding to individual emails received direct or through the website. Approx 20 received in this way to date.	Ongoing	FD
13	Article in the NCC and NHS Care Provider Bulletin encouraging participation in survey Further article planned for April 2019	Jan 2019 April 2019	FD Vanessa Dobson
14	Summary of Initial Findings from on-line survey placed on website. Sent out as part of Comms 17 and also directly to all survey participants (n=72) who requested a copy.	March 2019	FD UEA
	<b>Executive Steering Group channels</b>		
a	<b>Voluntary Norfolk:</b> included in the Voluntary Norfolk <i>Working Together</i> newsletter (a joint newsletter with Community Action Norfolk – distribution list approximately 3,000 VCSE organisations) and posted on the Carers Matters Norfolk website as a news article.	Since November 2018	Kevin Vaughan
B	<b>Norfolk Independent Care:</b> All communications are sent out from NIC to over 600+ Providers via our weekly <i>Welcome to the Week</i> or on stand-alone email. We monitor the open rate which is above average for the sector according to Mailchimp statistics.	Since August 2018	Caroline Payne
C	<b>Association Representing Mental health Care (ARMC)</b> All ARMC members are members of NIC too and have received all the same communications. Updates are also given at ARMC Open Forums/meetings.  Communications are sent out via mailchimp. ARMC members set up as an individual group (LD and MH providers).	Since August 2018	Caroline Payne
D	<b>Norfolk and Suffolk Care Support:</b> All communications are sent out through ebulletins and newsletter. N&SCS regularly monitor those that don't open the ebulletins and send reminders to ensure that the ebulletins have not gone into 'junk' mail.	Since August 2018	Christine Futter
E	<b>Norfolk Continuing Care Partnership:</b> Email communications to social care providers both home care and bed-based. Around 400 on database.	Since November 2018	Jill Shattock
F	<b>Norfolk County Council:</b> Latest news items are added to the website, Beyond that Claire is continuing to email all providers directly with the approved communications. Imogen Statham posts on the Living Well @ Home portal	Since August 2018	Claire Lowe Imogen Statham
G	<b>Joyce Hopwood:</b> Communications are sent to Norfolk Older People's Strategic Partnership - which has a wide distribution list of its own and to Norwich Older People's forum, like wise.	Since August 2018	Joyce Hopwood
H	<b>Community Action Norfolk:</b> Notices are put on website – links are made to the main article via news bulletin – <i>Working Together</i> (a joint newsletter with Voluntary Norfolk – distribution list is approximately 3,000 VCSE organisations). Some elements of news are posted on social media.	Since November 2018	Jonathan Clemo
I	<b>Norfolk Community Health and Care NHS Trust:</b> Communications included in weekly bulletin sent to NSFT and NCH&C staff, stakeholders/partners, service users and carers	Since November 2018	Dawn Collins Anna Morgan