

Annex B to 8

Communications and Engagement Strategy 2021-24: Activity Plan

1. The General Osteopathic Council Communications and Engagement Strategy 2021-24 has three key aims:

Aim 1: Promote trust: Continue to improve our relationships and engagement with our stakeholders so we can increase levels of trust in us as a regulator and increase understanding of our role.

Aim 2: Be timely and responsive: Take a timely approach and be responsive both to stakeholder needs and to changing situations and requirements, based firmly on insight and effective planning.

Aim 3: Be a forward looking regulator: Ensure that our approach and our portfolio are current, relevant and forward looking.

2. This document, the Activity Plan, will ensure:
 - resources are focussed on a more pro-active and listening approach;
 - we maintain and enhance our existing communications content;
 - we put into place a more effective data collection, analysis and insight model.
3. Taking this approach ensures that we can provide a longer term and more evidence informed approach to the implementation of our strategy, which in turn will inform future strategic developments.
4. This plan includes an extract from our Transitional Activity Matrix (TAM) which will help us monitor our key messages in and out to and from stakeholders, and our communications and engagement activity for all our stakeholders, along with a revised mechanism for enhancing and aligning communications across the organisation.
5. This approach will enhance and systematise our communications and engagement allowing for more targeted and informed updates to Council, who have oversight of the Communications and Engagement Strategy 2021-24.
6. The TAM is structured as follows:

Column	Purpose
Stakeholder	Identifies our stakeholders so we do not overlook specific groups or individuals we should be communicating and engaging with.
Priorities of our stakeholders	Identifies relevant priorities including eg public consultations or anything GOsC should respond to/be involved in and understanding their agenda.

Annex B to 8

Column	Purpose
Key messages from GOsC to our stakeholders	Identifies our messages for communication to stakeholders.
Communications out	Identifies the type and nature of the communication to be issued. To include key messages, stakeholders targeted, format and/or channels used.
Engagement and listening	Identifies how we are engaging with and listening to our stakeholders. To include opportunities created for listening plus key feedback and any information about reach (e.g. number of opens of the ebulletin). This should include all feedback/insight received including relevant telephone calls, emails as well as from any focus groups, webinars, surveys etc.
Insight	Identify what is the impact of this feedback for the delivery of our strategy and future strategy.
Next steps	To identify what we will do with this insight and by when.

7. The TAM will be monitored and reviewed by the Senior Management Team (SMT) on a monthly basis. The Communications team, in conjunction with colleagues from across the business, will:

- horizon scan for key activities from our other stakeholders (e.g. consultations)
- agree the key messages and communications activities from the GOsC at the beginning of each month. This will include a review of the business plan and a discussion with key activities occurring with each department
- present a completed table to SMT for agreement, including plans for consultations and information that we may want to publicise as well as responses
- ensure the engagement and listening and insight activities are completed before the end of the month and propose next steps for discussion at the beginning of the following month.

Annex B to 8

Transitional Activity Matrix – Note this is an extract only

Stakeholder	Priorities of our stakeholders	Key messages from GOsC to our stakeholders	Communications out	Engagement and listening	Insight	Next steps
Osteopaths – students			<ul style="list-style-type: none"> • Webinars, videos, emails • Registration face-to-face presentations moving online for COVID. We are currently liaising with the providers. • 1st year student joint presentation tbc – PS and Regulation on our role 			Widen distribution eg by offering all students the opportunity to get ebulletins
New graduates			<ul style="list-style-type: none"> • Welcome email to replace new registrant pack 			

Annex B to 8

Stakeholder	Priorities of our stakeholders	Key messages from GOsC to our stakeholders	Communications out	Engagement and listening	Insight	Next steps
Osteopaths - all			<ul style="list-style-type: none"> • Ebulletin monthly: Continue monthly but aim for a richer offer • Regular (potentially up to monthly) CPD webinar open to all profession to support implementation of scheme eg PDR • Regular small CPD webinars (potentially up to 2 per month) • Beginning in 2021, building on Fitness to Practise webinar in Sept 2020, follow up Fitness to Practise webinar in March 2021 			<p>New activity to be developed: regular FTP bulletin then gather feedback on how it is received</p> <p>Creation of online forms</p> <p>Social media:</p> <ul style="list-style-type: none"> • Gather insight from osteopaths around social media use and expectations • Consistent branding plan (see below).

Annex B to 8

Stakeholder	Priorities of our stakeholders	Key messages from GOsC to our stakeholders	Communications out	Engagement and listening	Insight	Next steps
			<ul style="list-style-type: none"> • Develop then issue new regular FtP bulletin/ newsletter • Regular social media • Publishing more varied content, eg short videos, blogs, articles 			
Osteopaths – educators			<ul style="list-style-type: none"> • PPI seminar and feedback: Publish and disseminate findings from public and patient involvement in osteopathic education from April 2021. • Publish consultation by 	<p>Comms regular attendance at educators comms group (ODG subgroup: OCN)</p> <p>Latest CPD Survey findings to be analysed</p>		

Annex B to 8

Stakeholder	Priorities of our stakeholders	Key messages from GOsC to our stakeholders	Communications out	Engagement and listening	Insight	Next steps
			June 2021 and collate/analyse responses on draft of updated Handbook (alongside updated GOPRE including Standards for Training).			
Osteopaths – 'leaders' eg regional group leads				Specific regional lead research asking about their needs Webinars and feedback forms		Considering if a specific quarterly mailing will suit their needs
Osteopaths – specialist including the Osteopathic Alliance						
Osteopaths - NHS						

Annex B to 8

Stakeholder	Priorities of our stakeholders	Key messages from GOsC to our stakeholders	Communications out	Engagement and listening	Insight	Next steps
Osteopaths – with no email addresses						Gain more email addresses. Provide support/alternative where needed.
Patients (also see Public/potential patients)		Help us to understand the patient perspective to inform our policy making, and for us to feedback to osteopaths about their experiences.	<ul style="list-style-type: none"> Communicating with each patient in engagement group every month to keep them informed Gain feedback on Comms and Engagement strategy 	<p>Feedback from this regular communication with the Patient Involvement Group</p> <p>PPI seminar feedback</p> <p>To consider the prevalence of concerns and any implications for the sector connected to patient safety and the quality of patient care.</p>		In 2021, we will develop a clear and coherent plan to ensure our communication materials and channels have consistent branding and are seen to belong to the same 'family'. We will utilise insight to inform our decisions

Annex B to 8

Stakeholder	Priorities of our stakeholders	Key messages from GOsC to our stakeholders	Communications out	Engagement and listening	Insight	Next steps
Public/ potential patients		Can you find what you need?		Review queries received Continue to work collaboratively with Osteopathic Development Group on initiatives that enhance patient safety and/or quality of patient care.		Review website for accessibility Consistent branding plan (see above).
Institute of Osteopathy				Regular meetings		
NCOR				Regular meetings		
NI CAHPO / DH NI				Routinise regular meetings		
Scottish CAHPO – SEHD				Establish meeting		
Welsh CTPO – Welsh HD				Routinise regular meetings		

Annex B to 8

Stakeholder	Priorities of our stakeholders	Key messages from GOsC to our stakeholders	Communications out	Engagement and listening	Insight	Next steps
English / UK - DHSC				Regular meetings		
Other health and social care regulators				Attendance at inter-regulatory meetings every two months on a range of topics		
GOsC executive/ non-executive					We will broaden our evaluation dashboard to include registration applications and registrant attendance in line with feedback from Council	We will develop a new evaluation dashboard so we can measure and assess the success of our Strategy. We will aim to create a draft to share with Council at its 2021 summer meeting.
Professional Standards Authority				Regular meetings; attendance at seminars and		

Annex B to 8

Stakeholder	Priorities of our stakeholders	Key messages from GOsC to our stakeholders	Communications out	Engagement and listening	Insight	Next steps
				symposiums; PSA staff attend our Council meetings		
Insurers				Invite to respond to relevant consultations plus regular meetings		
CPD providers				Regular contact with a number at OCN meetings		
ASA						
International						

Evaluation dashboard

8. We will develop and implement a new evaluation dashboard. This will help us to measure and assess the success of our Communications and Engagement Strategy 2021-24. We will use a number of different measures, both quantitative and qualitative, all of which will provide an aspect of the whole picture. We will focus on our key aims to **Promote trust, Be timely and responsive, Be a forward looking regulator**
9. As part of the development of the evaluation dashboard, we will engage our Council in the development of Key Performance Indicators for our communication and engagement activities and report on them regularly, for example annually, so that our delivery of the strategy can be assessed.

10. The dashboard may include, but not be limited to:

- Levels of stakeholder engagement and changes in attitudes
- YouGov survey results
- Outcomes from research
- Relevant benchmarking against comparable organisations, where that information is available
- Assurance audits as commissioned by the Audit Committee

11. We will share a draft with Council in due course.