

(Communication: Connecting with people, informing, creating understanding and changing behaviours

Engagement: Problem solving, creating ideas, decision making; listen to what people need and incorporate into your actions and changes

Project Title: Minor Ailments

What: This is the key message - what you want to say, share, engage on or ask	Why: This why you're doing it. For example this can be to collect information, decision making, to inform or to consult on changes	Who: This is your target audience - make sure they reflect the stakeholders identified in your analysis	When: Timing - can include start date as well as frequency. Make sure this exact and not just a range	How: Channels of communication – consider all options, including those best for the audience	Responsibility: Who is going to support, deliver, create and be responsible for this action?
Link all Communications and Engagement Activity to any Actions identified in your Equality Impact Assessment (EIA) and Quality Impact Assessment (QIA) and include in the Action Plan below.					
To outline to Stakeholders that as result of external Consultation the CCG will be introducing a Policy of stopping Prescribing Paracetamol for Patient's To include the date of when these changes will take effect.	To inform Stakeholders of the changes. To ensure that G.P's are clear on when this will be implemented (effective from what date) and the role of the G.P in explaining the changes to patients. For patients to clearly understand the changes and signpost to alternative support.	All Stakeholders Professional and Public, Organisations, Primary and Secondary Care.	Start date to be confirmed once policy has been ratified.	Primary Care Communication, G.P Forum & Primary Care Bulletins and Healthwatch. Information for Patients:- Link with Central Communications Team for channels of Reporting back to Public/Patients on the outcome of the Consultation e.g. Press Releases, Briefings etc.	Medicines Management Team, Communications & Engagement Team and Primary Care Team.
To make key third sector and voluntary organisations across St Helens aware of changes to prescribing minor ailments medication on prescription	So key organisations are aware of changes if approached or asked questions from their services users around the changes	Carers Organisations Older peoples groups <ul style="list-style-type: none"> Senior Voice, Age UK CVS (done through PEIG) Healthwatch (done through PEIG) Support required from	Jan / Feb 17	Email, Verbal (follow up meetings available if required by groups)	Engagement, Involvement & Communications Team

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		PEIG Members to deliver this message to groups they work with Social Inclusion Network (Presented at Social Inclusion Meeting) asked for groups to feedback to their groups		Contact Details provided to Social Inclusion network for any follow up questions	
At the end of your Communications and Engagement Activity you must be able to demonstrate the work that you have completed. This must be in a format able to be shared Publically on our Website.					