

Meeting:	Brighton and Sussex University Hospitals NHS Trust Board of Directors
Date:	24th August 2015
Board Sponsor:	Deputy Chief Executive
Paper Author:	Director of Communications
Subject:	Communications and Engagement Strategy 2015 to 2018

Executive summary

The opportunities and challenges facing Brighton and Sussex University Hospitals are considerable. An effective and ambitious central communication function is no longer an extravagant luxury for any health service provider.

Good and bad communication and/ or the decision to communicate or not can impact on public confidence, staff morale and organisational reputation, and result in lasting benefit or harm. Communicating well is vital to success, perceived and actual, and the importance of engaging with our staff, patients and stakeholders and finding ways to communicate with them which are clear, consistent, relevant and timely is vital to the provision of safe, efficient and high quality services.

This Communications and Engagement strategy describes how we will plan and prioritise our efforts and resources in communicating and engaging with patients, staff, stakeholders and the local population.

Links to corporate objectives	The Communications and Engagement Strategy is a key enabler of the Trust corporate objectives, in particular of <i>empowered, skilled staff</i>
Resource implications	As required for delivery of the Strategy
Report history	Executive Team, 18 th August 2015
Appendices	Communications and Engagement Strategy 2015 to 2018

Action required by the Board

The Board is asked to discuss and approve the Communication and Engagement Strategy