

**Yarm Medical Practice
Communication & Engagement Plan July 2010**

Engagement Activity will commence from 23rd July- 17th September 2010

Date	Purpose	Audience	Activity	Location	Lead
w/c19/07/10	Giving information	Stockton LINK	Written Briefing	N/A	SS
w/c19/07/10	Giving information	Overview & Scrutiny Committee	Written Briefing	N/A	SS
w/c19/07/10	Giving information	All registered patients	Initial letter / invitation to drop-in session	N/A	TR
w/c19/07/10	Giving information	Residents in line-of-sight	Initial letter / invitation to drop-in session	N/A	TR
w/c 26/07/10	Giving information	Public	Press release	N/A	ML
Sept 10	Giving Information	MY NHS Members and stakeholders	MY NHS Bite Size- newsletter	N/A	ML
w/c 26/07/10	Giving Information	Public	Update on NHS Stockton website	N/A	LC
w/c 26/07/10	Giving Information	MY NHS Members	Update MY NHS online- Have your say	N/A	PM
w/c 26/07/10	Giving Information	Momentum respondents (Yarm area)	e- flyer / update e- mail?	N/A	LC
w/c 26/07/10	Giving Information	NHS Staff	Article in Up2Speed newsletter	N/A	NE
w/c 26/07/10	Giving Information	Independent Contractors	Article in Contractor's Chronicle	N/ A	NE
w/c19/07/10	Giving information	Ward Councillors	Initial letter/ invitation to drop-in session	N/A	TR
w/c19/07/10	Giving information	MP	Initial letter/ invitation to drop-in	N/A	TR

			session		
11/ 08/ 10	Involvement	Patients & Public	Drop-in session	Clinic (adjacent to Practice)	TR
w/c19/07/10	Giving Information	Patients	Posters in waiting area	Practice	TR
w/c 19/07/10	Involvement	Patients	Comments Box in Waiting Area	Practice	TR
w/c 26/07/10	Giving Information	Patients and Stakeholders	Information on Momentum Website	N/A	SS (via Mom Team)

Key:

TR: Tara Rose, Yarm Medical Practice

SS: Sarah Scott, Communication and Engagement Manager

NE: Internal Communication Officer

LC: Lindsay Cooke, e- participation Officer

ML: Press & PR Officer

PM: Pete Moody, Comms and Engagement Officer