

THE PATH TO EXCELLENCE – DRAFT COMMUNICATIONS PLAN

REPORT OF SOUTH TYNESIDE AND SUNDERLAND NHS PARTNERSHIP

1. PURPOSE OF THE REPORT

- 1.1 The report provides, for information and comment, an update on the Path to Excellence – Draft Communications Plan and the work undertaken to date.

2. BACKGROUND

- 2.1 The Path to Excellence draft communications plan is attached at **Appendix 1** of this report and sets out the latest update on the communication timetable.
- 2.2 The Path to Excellence is a five-year programme to improve healthcare across South Tyneside and Sunderland and is part of the region's sustainability and transformation plans.

3. CURRENT POSITION

- 3.1 The Path to Excellence listening exercise started in October 2016. The NHS partnership in South Tyneside and Sunderland has engaged with hundreds of patients, families and stakeholders to understand public views, needs and experiences relating to NHS stroke, obstetrics, gynaecology and paediatric (phase 1a) services in the area.
- 3.2 The draft communications plan provides further detail on a number of key issues in terms of the consultation phase 1a including:
- Objectives
 - Plan development
 - Stakeholders and audience
 - Timescales
 - Dialogue development.

4. RECOMMENDATION

- 4.1 The Joint Health Scrutiny Coordinating Committee is recommended to consider and comment on the information provided in the draft communications plan.

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