

Gloucestershire Local Involvement Network (LINK)

Communication and Community Engagement (CCE) Group

Update for LSB on 2nd December 2009

1. National Publicity Campaign:

A PR company, Forsters, has been engaged by Dept of Health to conduct this campaign. Comments from LINKs were invited on a proposed power point presentation

2. Local Publicity Campaign:

- a) Bus advertising: the design for the advertisement was approved. It will appear in January on the rear of buses from the Gloucester, Cheltenham and Stroud depots. Expansion of this advertising to the Forest of Dean area was suggested. This will incur an extra cost.
- b) Radio advertising of CCE events: this will occur in the week prior to each event on HEART FM and FM Gold, reaching over 100,000 listeners

3. Feedback from Community Events:

- a) GUIDe & PALS bus: a number of suggestions from the public have been sent to NHS Gloucestershire.
- b) Lack of adequate transport links from the Cotswolds and the Forest of Dean to Cheltenham and Gloucester hospitals is one of the main areas of concern coupled with a request for more consultant clinics at community hospitals
- c) Feedback to the public on the outcomes of their report concerns. Agreement that a clear process for this needs to be developed
- d) Alternate venues for community engagement such as shopping malls will be investigated.

4. Learning Disability Members Event:

This event will take place in January 2010. Invitations will be sent to all members with learning disabilities across the county

5. Equality Impact Assessment:

All the recommendations were reconsidered to make sure they are being implemented. Actions were agreed to make links with Health and Social Care students and with local employers.