

Skye Communication and Engagement Working Group

Tuesday 11th October 2022
11.00 am – 12.00 noon
Microsoft Teams meeting

In attendance: Marie McIlwraith (Chair), Ross Mackenzie, Kate Earnshaw, Dr. Caroline Gould, Sophie Issacson, Kayleigh Fraser

Apologies: Jo Ford and Cathie Shaw

1. Previous notes

Marie updated the group on the discussions from the previous meeting. She briefly discussed the engagement plan and framework and advised this would be used to structure the meeting today.

There was a discussion about how to keep people informed and proposed a suggestion of distributing a bimonthly newsletter. Marie asked the group for feedback on this idea

The following comments were received:

- Members of other working groups felt that meeting notes could be circulated, and they would find the note more useful. There was a suggestion for hosting a page on the SLCVO (Skye and Lochalsh Council for Voluntary Organisations) website to upload documents, this would be independent of NHS highland and would be a neutral, community space for people to access documents. Portree and Braes Community Trust agreed to continue to offer a similar digital space on its website.
- There were concerns about people who were not able to use technology and what would be available to those who have these issues. The group was assured other discussions are happening on how information can be distributed in a more accessible way. There are discussions due to take place with a radio station with the suggestion that a member of the senior team could record a verbal update once a month for the local radio to air, which could also be accessed at a later date as a podcast.
- Small numbers of the newsletter could also be printed and distributed to local groups that support those who do not have access to technology.
- The local magazine 'ECHO' would also be an option however it was noted that this is not current news and content may need to be submitted around 8 weeks in advance of publication. There are also costs associated with using the Echo, therefore consideration would need to be given to both its affordability and suitability before its potential use.

- Easy-read versions for people with learning disabilities should be produced. It was suggested a representative from Kyleakin Connections be invited to join the group to make sure communications and engagement meets different needs.
- Draft notes and key actions would be a preferred option for most. Bullet points and key actions from each meeting would suffice.
- Must ensure there is regular and up to date information available to support the newsletters to ensure are of interest to people.
- Initials and acronyms must be removed from any notes to ensure people understand. Public information, like newsletters, will be reviewed by this group before being published.
- The group was provided with an update on the progress of the website.

2. Role and membership of the group

Marie suggested a plan going forward around the role and membership of the group. As well as representation from NHS Highland, it was proposed that the membership of the group should be quite small with individuals from different groups invited along to particular meetings when needed. It was agreed that there should be a regular representation of young people, mental health groups, and carers.

The group was encouraged to make suggestions to reach out and make connections to excluded and protected groups, to ensure communication and engagement plans and efforts are inclusive.

3. Discuss the relationship between North Skye Communication Group and this working group

Marie asked the group for their thoughts on merging both groups. The group agreed this would be the best way forward. It was proposed that a member of the North Skye Communication Group would be invited to the Skye Communication and Engagement Working Group. Ross MacKenzie agrees to communicate this to the group.

4. Communications planning

Marie emphasised the importance of a process being in place for the notes before they are distributed to the website. The group was asked for their suggestions on how to make the

- The process must be clear and should include a timescale and to whom the notes are sent.
- Must ensure the notes are in draft format and are very clearly marked 'Draft'.
- Actions must be agreed upon before they are included in the note.
- Must be a deadline for amendments and ratification. The group agreed there will be a two-week turnaround for a draft note, however, this may not always be achievable.
- The reader must be made aware that the notes may change during the approval process.

The group agreed the draft note will be sent to Marie for final approval.

Action: Marie to make form a process before the next meeting. To be shared with the group for approval thereafter.

Newsletter

- Group to think about how the Newsletter will be structured.
- Need to provide content for the first newsletter.
- Draft a suggestion list using the chat and email.
- Draft newsletter to be shared by end of November to be published by the week commencing 12th December

Actions:

- Marie - to make form a process before the next meeting. To be shared with the group for approval thereafter.
- Managers and group members to email M McIlwraith suggested topics and content for the first newsletter (to be received by 19th November)
- Marie– Newsletter to be drafted by 30th November and distributed to the group for approval

5. Engagement planning

Marie proposed using the Engagement Planning Tool as a means of planning engagement activity for the workstreams. The group agreed to use the template for engagement, going forward.

Action: Ross, Kate, and Cathy to start to complete the initial sections of the template with information about the workstreams

6. Future meetings

The group agreed that the frequency of meetings will be every month initially, while arrangements for regular communications are established and early engagement plans start to take shape. However, meetings will be flexible depending on the agenda.

7. Any other business

There was no other business discussed.