

Maturity Matrix TI Trust and Confidence Self-Assessment and Evidence **Overall Score Level 2 Early Progress, July 2020**

Criteria	Evidence	Outcomes and Measures	Self-Assessment Score and Comments
Patient and Public Engagement and Involvement	<p>PRE-COVID</p> <ul style="list-style-type: none"> Facebook Q&As on specific topics New programme of public engagement launched, focused on listening – Let’s Talk Conversation café Improving Maternity Together events Dedicated engagement email address set up as single point of context for engagement Regular organisational (A&E) updates on CTM website with Q&A based on public questions and feedback Thematic analysis being undertaken on public events to inform work-plan Offers of meetings being made to key community figures to discuss key issues <p>Additional Evidence including COVID:</p> <ul style="list-style-type: none"> Change of tone in social media work – focus on supporting our staff, pride for CTM and working alongside our communities in partnerships and thanking communities and patients for their support Continued communication with community groups, particularly chair of RGH A&E campaign group Q&As on website and posted on social media to respond to people’s questions on key issues, such as testing and contact tracing Daily information on symptom, where to go, how to access care, hygiene and wellbeing Improved response to people’s questions posted on social media 	<ul style="list-style-type: none"> Being developed 	Level 2 Early Progress

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	<ul style="list-style-type: none"> • Survey undertaken with communities about COVID to tailor our response and communications – circa 7,000 responses received • Use of PHW weekly survey to consider local community feedback and needs to tailor our action and communications work • Worked with local elected representatives to promote community messages and identify community concerns • Worked with CHC to provide comprehensive information on service changes for patients • Encouraged and worked with members of the public to highlight their stories and messages of support for our staff • Ensured our communications and engagement work have been proactive, clear, consistent and tailored to our local communities • Public engagement survey • PALS communication 		
Staff Engagement and Involvement	<p>PRE-COVID</p> <ul style="list-style-type: none"> • Regular CEO message to all staff • Let's Talk with the Execs in place – mixture of drop in's and formal briefings • Suggestion box in place • CTM engagement email goes out to staff inviting ideas and suggestions • Specific staff events around service change are in place • Staff only Q&A on Facebook • Let's Talk Culture workshops and surveys continuing • Daily CEO COVID-19 briefings 	Being developed	Level 2 Early Progress

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	<ul style="list-style-type: none"> • Increased use of video blogs • Facebook staff Q&A on COVID-19 • Staff Facebook group developed to improve communications and engagement with staff – more than 7,000 members • Focused communications and engagement to respond to staff concerns or queries – for example development of video on PPE and one on wellbeing • Dedicated communications and engagement support being provided to each Bonze group to ensure staff are informed of what is happening in the organisation and so our communications and engagement work can respond to local needs and requests • Regular engagement with staff as part of our campaigns work, focus on profiling members of staff and building a CTM community. Increased engagement with this. • Live Facebook Q&As on important topics such as wellbeing • 		
Partnership Engagement and Involvement	<p>PRE-COVID</p> <ul style="list-style-type: none"> • Regular quarterly briefings • Regular meetings on key issues • Open doors policy • Written briefings and verbal update • Attendance at the stakeholder meetings <ul style="list-style-type: none"> • Weekly Local Authority Briefings • Weekly AM/MP briefings • Weekly IM briefings • Partners involvement in Gold, Silver, Bronze Command structure • Engagement with volunteer organisations and those donating to CTM • Weekly stakeholders written briefings sent to all stakeholders 	Being developed	Level 2 Early Progress

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	<ul style="list-style-type: none"> • Increase in partnership working with local authority partners – weekly communications and engagement meetings with communications leads to join up approach and build relationships • Work with CHC to provide key information for patients on services and changes as a result of COVID 		
Promoting the Work of the Organisation	<p>PRE-COVID</p> <ul style="list-style-type: none"> • Positive new stories are promoted across the website's channels and to the media • Regular conversations with the media to rebuild relationships • Social media is used frequently to promote work • Media training has been booked in <ul style="list-style-type: none"> • Media COVID-19 coverage – various. Strengthened relationships and now proactively working alongside media on number of projects. • Communications strategy for COVID signed off, with underlying to build trust and confident in our approach to COVID and be open and transparent in this work • Record levels of engagement with our communications channels, both internally and externally • Regular positive media coverage received on for our staff and our work on COVID • Increased development of balanced news stories • Increase in media spokespeople – focus on developing our frontline staff to be the faces of CTM • Positive patient stories have been promoted and well received 	Being developed	Level 2 Early Progress