CTM 2030
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CTM 2030
Our Health
Our Future
BUILDING HEALTHIER
COMMUNITIES TOGETHER

Strategic Engagement Principles & Opportunities

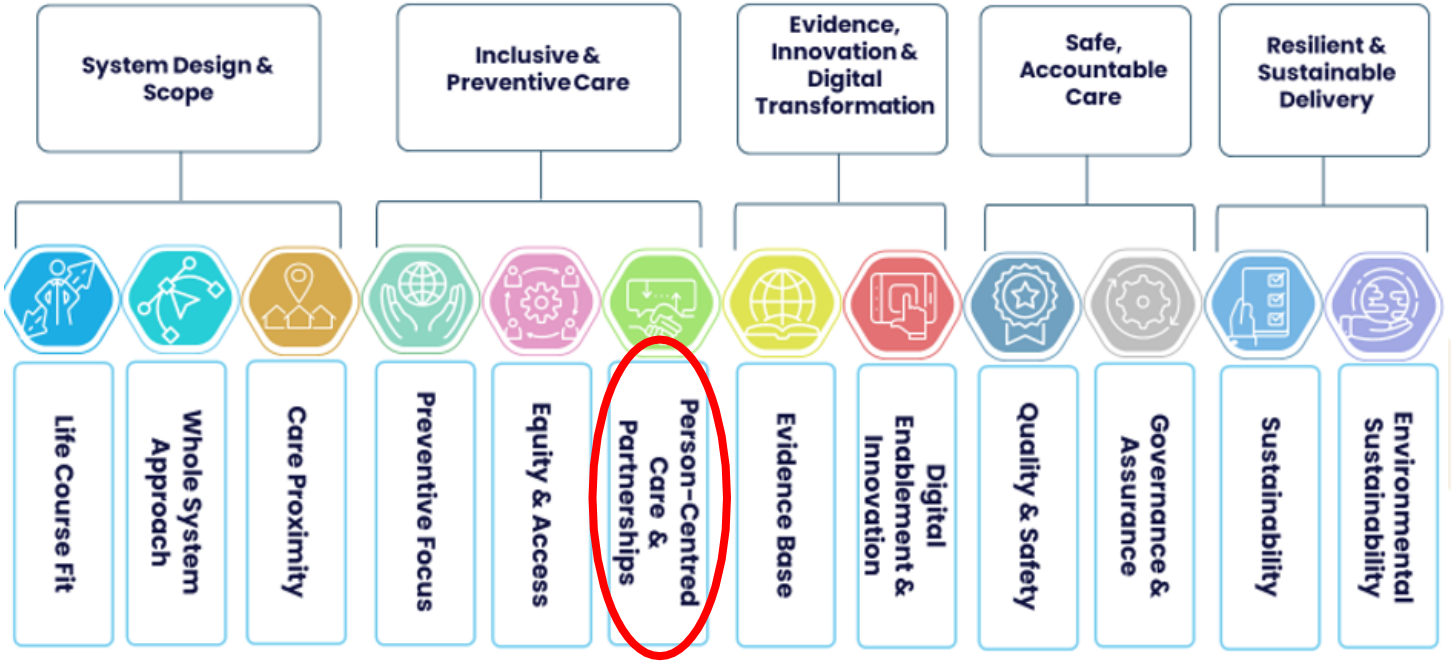
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An Engaging Organisation

September 2021, Board approves principles for becoming an 'Engaging Organisation' in which our engagement activities will be: …

- Early, visible, open and transparent
- Accurate, timely and sensitive
- Two-way, with listening of equal importance to informing
- Person-centred and tailored to the needs of individuals
- Collaborative and consultative, involving those affected in the planning, design and delivery of engagement processes

Service Design Principles



Our principles in practice

- Continually build and nurture relationships that enable credible engagement
- Engage early: allow views to shape options
- Engage locally: use familiar venues and trusted networks
- Use clear and accessible language: remove participation barriers
- Use multiple formats: offer choice and support
- Respect heritage and history: recognise community connections
- Use storytelling: explain effects on everyday life

Storytelling

- **Bring complex issues to life:** combine lived experience with clear information through video, documents, online content and social media.
- **Engage the public:** invite diverse views, spark discussion and show how feedback shapes proposals.
- **Engage staff:** connect change to everyday practice, encourage questions and support shared learning.
- **Engage media:** offer consented stories and interviews alongside facts and data, protecting privacy and reflecting variety of views.

Our audiences at a glance...

Group	Maturity of relationship	Action to improve
Patients and public	Poor/Fair	Work with the patient experience team to identify opportunities for routine engagement. Use insight from Orlo and concerns data to identify themes and target engagement.
Children and young people	Fair	Work with schools and colleges to engage young people and families on future healthcare, including in Maesteg.
Community/third-sector partners	Good	
Welsh speakers; Black, Asian and minority ethnic communities; faith groups; LGBTQ+ communities; and people with protected characteristics.	Fair	Work with the ED&I lead to understand our communities and identify barriers to engagement and ways to address them. Continue building relationships with groups with barriers to engagement.
CTMUHB staff, clinicians, volunteers, trade unions and professional representatives.	Fair	Revise internal corporate engagement, working with care groups to make platforms and activities practical and valuable.
Local authorities and neighbouring health bodies.	Fair	Develop joint engagement with local authorities to improve efficiency and reach. Progress regional work with neighbouring health boards.
Elected representatives, MSs, MPs, borough and town councillors	Good	Standardised proactive briefing on performance, improvements, change etc
Media	Good	See media section

Priority networks

- **Community Leaders Network:** continual listening and learning with broad geographic and interest coverage
- **Schools and colleges:** diversifying the voices that influence strategy and services (young people identified by Llais as an often 'missing voice' in service change)
- **CVCs:** to support coordinated, efficient and credible engagement
- **Staff:** as colleagues, service users and ambassadors within own communities

Engagement methods and communication platforms

(Methods and platforms tailored for each programme in collaboration with operational and strategic leads)

Why we conduct direct, face-to-face engagement:

- To target engagement to specific communities and localities
- To enable the widest range of voices to be heard
- To ensure digital exclusion is not a barrier to engagement

How we conduct public engagement:

- From debate to discussion - shift in approach away from town-hall style meetings (limit meaningful engagement and personal experiences), to 'pop-up', community-based listening events that encourage a broader range of views and more personal connections. More labour intensive but provides richer insight and broader feedback.

- Examples include SPC and Maesteg/Llynfi Valley.

Digital engagement - social

Digital channels complement face-to-face engagement and can efficiently share targeted information and offer convenient participation. Used in first phase of any public engagement.

Social media

Extends reach of engagement and enables immediate responses (organic and targeted activity). However, misinformation and rapidly changing sentiment present challenges.

Analytics and monitoring tools are improving understanding of reach, response and sentiment, enable us to address misinformation individually and thematically, and adapt content and approach to accordingly.

Orlo platform enables us to manage, monitor and target social media activity. Insight tools help us assess responses and adapt content and engagement. Also supports targeted polls and surveys, e.g. Maesteg and Llynfi Valley engagement programme.

Social media channels

Channel	Demographic	Content Style
Facebook (CTM Main)	45k total audience 82.5% Women | 17.5% Men	Real images / stories Localised opps to access healthcare Engagement promo
Facebook Groups	N / A (issue specific)	Active conversation with interest-specific groups Ability to reach those who aren't following organic channels
Instagram	6k total audience 85.4% Women | 14.6% Men	Tagging & collab Reels Easily digestible, bilingual content
Nextdoor	49,858 members 40,308 claimed households	Hyper local engagement Polls and events
TikTok	18-34yrs (New platform)	Geo-tagged video

Digital engagement - web

Remains an important public information source, but role is changing.

AI search is affecting user behaviour. AI overviews and chatbots provide search responses without visits, reducing organic traffic. UK research shows sharply slowing or stalled organic traffic growth.

Content priorities

- Use clear language and structure so people and search tools can find information.
- Keep content concise and accurate.
- Provide clear contact details for further help.
- Review content as search behaviour changes.

Current activity

- Use FAQs to answer common questions about service changes and major announcements.
- Improve contact details, including routes for concerns and complaints.
- Share summaries directly on social media to reduce reliance on links.

DHCW's MURA contract ends in 2027, offering an opportunity to explore platforms suited to changing search behaviour.

Media

TV, radio, print and online media remain important for engagement. The Press Office works proactively and reactively with outlets to promote accurate coverage, protect reputation and support appropriate service use.

Audiences increasingly access news through social channels. Media outlets rely more on these channels to engage audiences, source stories and publish content.

Informal commentators and quasi-news outlets also shape public opinion, making engagement and responses more challenging.

Our response

- Social media is now a primary channel for sharing news
- Use Orlo to monitor and respond to high-traffic commentators and quasi-news outlets