

The 2018 “How are we doing?” Local Account magazine Adult Social Care – Communications Plan

1. Introduction

The 2018 “How are we doing?” Local Account magazine attempts to set out the quality and performance of adult social care services over the last year, and our priorities for the future. It is aimed at local residents, adult social care users and carers. The purpose of it is to better equip residents, adult social care users and carers to scrutinise and challenge what we do, ultimately with a view to driving up the quality of services as a result.

2. Communications Plan

2.1 When drawing up the Local Account magazine communications plan, it should be noted that the options have not been pursued:

- Option 1: Only uploading the Local Account magazine to the Tower Hamlets website, rather than printing copies. This option has not been pursued as the majority of adult social care users are not activity accessing online information at the moment¹. The Local Account will still be made available online in addition to printed copies.
- Option 2: Posting out the Local Account magazine to all residents, or to all adult social care users. This option has not been pursued due to the cost involved. Instead, the magazine will be distributed in places that we know are regularly frequented by adult social care users and carers.

2.2 The table below sets out how the Local Account magazine will be communicated to residents, adult social care users and carers over spring and summer 2018:

	Medium	Notes
1	Internet	The magazine will be uploaded on the local authority website and promoted via the front page
2	Via local authority staff	Frontline staff in the Adult Services Directorate will be encouraged to give out the Local Account magazine to the adult social care users and carers they come into contact with. The magazine will be promoted to staff via email, the intranet, Tower Hamlets Now and via team meeting briefings. Copies will be posted to individual teams, including:

¹ In the 2014-15 Service User Survey, 16% of respondents said they used email and the internet. 19% said they did not use email or the internet but found out information from people who did. 66% said they did not use email or the internet at all. (Please note we did not ask this question in the 2015-16 survey so do not have updated results)

		<ul style="list-style-type: none"> - In-house day care services - The Sight and Hearing Service - Reablement - The Community Equipment Service - Practitioner teams.
3	Via social care staff	<p>Staff working for providers commissioned by the Adult Services Directorate will be asked to communicate and distribute the Local Account magazine to service users. The magazine will be promoted to providers via email and the Pan-Provider forum. Copies will be posted to key providers, including:</p> <ul style="list-style-type: none"> - Local care homes - Commissioned day care providers - Commissioned home care providers - Commissioned supported housing providers - Commissioned information and advice providers - Lunch Clubs
4	Via customer forums	<p>Customer forums will be provided with copies of the Local Account magazine. This will comprise of Healthwatch Tower Hamlets, the Older People's Reference Group, Local Voices, Have Your Say, the Tower Hamlets LGBT Forum and any other relevant groups.</p>
5	Via local services	<p>The Local Account magazine will be distributed to the following key locations in the borough:</p> <ul style="list-style-type: none"> - GP surgery waiting rooms - Royal London Hospital and Mile End Hospital waiting rooms - One-Stop Shops - Council office reception and waiting areas.
6	Social media	<p>Short video clip communicating key messages with an introduction from the Cabinet Member</p>
7	Press Release	<p>Press release with case study and highlighting headline stats. Will be issued to local, BME and trade media.</p>