

# Communication and Engagement Plan

Swansea Bay University Health Board

Staff Survey 2024



<b>Duration:</b>	Aug 1, 2024 - May 31, 2025
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Throughout staff survey communications, we will focus on peer-to-peer sharing and engagement, rather than top-down to avoid staff feeling like they are being told to complete the survey.

## Digital

A dedicated page on SharePoint will be created to host all 2024 Staff Survey information and updates.

Communications will consist of the following:

### Phase 1

Phase 1 communications are aimed at getting the organisation ready for the staff survey.

- 'Get ready' written communications to prepare and inform staff of key dates such as opening dates and drop in sessions
- Written communications around importance of completing the survey
- Written communications to build trust around confidentiality
- Written communications to inform around accessibility
- 'The staff survey is coming soon' style email signatures and teams backgrounds

### Phase 2

Phase 2 communications are aimed at gaining participation in the survey during live period

- 'We listened - Our Actions' - informative piece on the actions taking place as a result of feedback from last year's survey

- Written communications to inform staff of key dates of survey and drop in sessions -
- Written communications around importance of completing the survey
- Written communications to build trust around confidentiality
- Written communications to inform around accessibility
- Staff-led videos to be posted on internal platforms by staff themselves to encourage peer-to-peer sharing
- #StaffSurvey2024 tag across platforms
- Service Group meetings
- Reward/Recognition events
- Ask Richard events
- 'Richard's mid-week message emails'
- Feature in Team Brief
- Payslip messaging
- ESR Banner
- Teams Background
- Screensaver
- Email signatures
- Emails counting down to close once three weeks left
- Ongoing updates of completion rates to be shared across platforms
- Provide L&OD pillar with resources to share during training and development sessions/ time to complete
- Provide a 'resources' section on SharePoint to host resources like posters and PowerPoint Slides, Canva deck slides with the QR Codes and some written content that staff can copy and paste in their own department / teams channels
- 'What's next' towards/at the end for transparency
- Short video for final completion rates to be shared and thank you from CEO
- Staff Survey Lead to do a short video on what happens with the responses/data and how the responses impact the changes that can be made (stressing the importance of participation)
- Targeted communications for staff networks
- Invite managers/leaders to create a personal invitation for their teams to complete the survey
- Target certain meetings that happen on shop-floor level - utilise relationships with TU's and Guardian Service

### Phase 3

Phase 3 communications are aimed at thanking staff and providing updates

- 'What's Next' for transparency
  - Thank you
  - Sharing of results
  - Reports on results and national comparison
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## On Site Drop-in Sessions

Drop in sessions will be used to inform and support staff in participating in the survey across October and November

We will attend all four acute sites

Each session will require 2 - 4 supporting staff, depending on site size.

iPads and laptops will be provided to support completion of the survey.

Supporting staff will come from the L&OD Teams

A one page briefing will be provided for supporting staff.

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## On Site Materials

Phase 1 will have get ready posters

Printed materials will consist of informative posters hosting QR codes to enable staff to complete the survey. Posters will raise awareness of drop-in sessions.

Small flyers to be created which contain key information and a QR code to be able to pass onto staff to complete later if they are in a rush and cannot stop to talk.