

SUBJECT: PUBLIC ENGAGEMENT AND COMMUNICATIONS SURVEY

1. Background

The Modernisation Stakeholder Engagement Group commissioned a survey to gauge the public's views on the way the organisation communicates and engages.

The survey was competitively tendered and the contract was awarded to Ashbrook Research and Consultancy Ltd. The survey took place during October and November 2007 and took the format of 1,000 face to face interviews with members of the public across the ten localities in Lanarkshire and 50 telephone interviews with members of the North and South Public Partnership Forums.

Dr David Brooks, Director of Ashbrook Research and Consultancy Ltd, will provide an overview and analysis of the survey findings at the March Board meeting.

2. Purpose

NHS Lanarkshire is committed to improving the way it informs and engages the public. To achieve an improvement we need to be clear what works well and what doesn't so that we can direct resources in the right areas.

The survey results provide key indicators from the public on how they wish to be kept informed of what is happening in NHS Lanarkshire and also the ways in which they want to be involved in developing services.

3. Next Steps

The survey results are being presented to the Public Partnership Forums and will be publicised to staff and members of the public.

The Modernisation Stakeholder Group is developing a programme grid to identify actions to address each of the key survey results. This will recognise established areas of good practice, plans already under development and new initiatives.

4. Recommendations

The Board is requested to:

- note the survey results contained in the report from Ashbrook Research & Consultancy Ltd and the analysis provided by Dr David Brooks in his presentation to the Board.
- agree the actions of the Modernisation Stakeholder Group to develop a programme grid to address the key survey results.
- Agree to receive future progress reports.

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