



**Dorset
Association of
Parish and
Town
Councils**



***Dorset
Clinical Commissioning Group***

Communications and engagement support

**Dorset Association of Parish and
Town Councils**

The initial relationship

- DAPTC has a network of meetings for its members with a culture of inviting other organisations for updates
- NHS Dorset Clinical Commissioning Group is one of many public organisations that have made presentations to our members

The issue

- CCG has the engagement principle of:

“Recognising that the CCG needs to be proactive in its approach and wherever possible will attend existing meetings and go to where people are rather than expect people to come to the CCG.”
- Clinical Services Review

Our solution

- A two-way and proactive communication link with local councils and clerks
- Improved community engagement
- Opportunity for effective engagement with geographically hard to reach groups or people with other priorities

Communication channels

- Website and social media
- Newsletter, bulletins and emails
- Public engagement sessions
- DAPTC events – speakers, films and stands



Mutual benefits

- Vital two way links
- Communities better informed
- Communities take opportunities to engage
- Relationship and understanding developed between health service and local councils



View from the CCG

“ NHS Dorset CCG is pleased to have forged a new relationship with parish and town councils through the Dorset Association of Parish and Town Councils (DAPTC). The DAPTC have been critical in our efforts to involve local people in our work and in disseminating information about proposals for major changes to NHS services. We value the relationship highly and have seen the benefits it brings to local communities”.

Forbes Watson, Chair, NHS Dorset Clinical
Commissioning Group