



Our
Dorset

Listening better in Dorset



Stakeholder communication and engagement toolkit

www.ourdorset.org.uk/listening

NHSD-LB4-1-EM-11-24

About

A suite of easy to navigate ‘conversational approaches’ has been developed to enable all integrated care system (ICS) partners to consider and adopt listening methodologies that are most appropriate for their project or programme.

These approaches sit on the Our Dorset website and will help you to make meaningful connections with local communities and improve health and care in Dorset.

This stakeholder communication and engagement toolkit outlines the publicity channels you can use to promote the conversational approaches internally and externally to amplify awareness and encourage people to use them.

www.ourdorset.org.uk/listening



“If we want to make positive, lasting change to health and care services in Dorset, we need to listen to the people that use them. Not just listen – really hear what they have to tell us, engage with their experiences, and work alongside them to influence how services are run and developed.”



Frances Aviss
Head of Engagement
NHS Dorset

Find the right fit

The 11 conversational approaches are available to explore on www.ourdorset.org.uk/listening. They are suitable for one-to-one or group conversations, or both.

Each approach features useful information, including:

- overview
- budget
- time
- training requirements
- case studies (where possible).

www.ourdorset.org.uk/listening



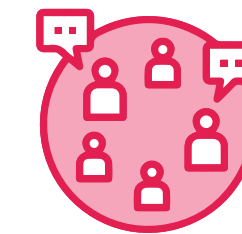
**Care
Conversations**



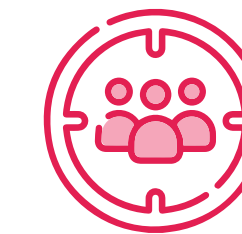
**Community
Conversations**



**Community
Researcher Model**



**Community
Researchers**



Focus Groups



**Neighbourhood
Conversations**



**Patient and Public
Voice Groups**



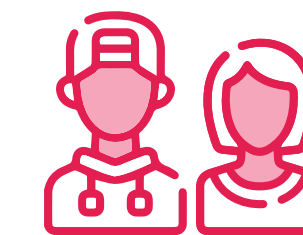
**Poverty Truth
Commission**



**Three
Conversations**



Trusted Voices



Young Listeners

Case study examples

1. Young Listeners project

The Healthwatch Dorset Young Listeners project ran for 10 months. Young Listeners received training, project planning time, and joined weekly online catchups. They organised 70 conversations between them.

[Read the full report](#) or [watch the film](#)

www.ourdorset.org.uk/listening



2. Community Conversations project

The Community Conversations project involved speaking to people from all walks of life across Dorset, with a focus on people that might not usually fill in a view-seeking survey or take part in a focus group. The aim of these conversations was to delve into the depth and richness of people's experiences and perspectives, and really listen to the stories they had to tell.

The conversations were recorded, transcribed (written out word-for-word) and then themed to make it easier to see if any areas stood out.

[Visit the project webpage](#) or [watch the film](#)

www.ourdorset.org.uk/listening

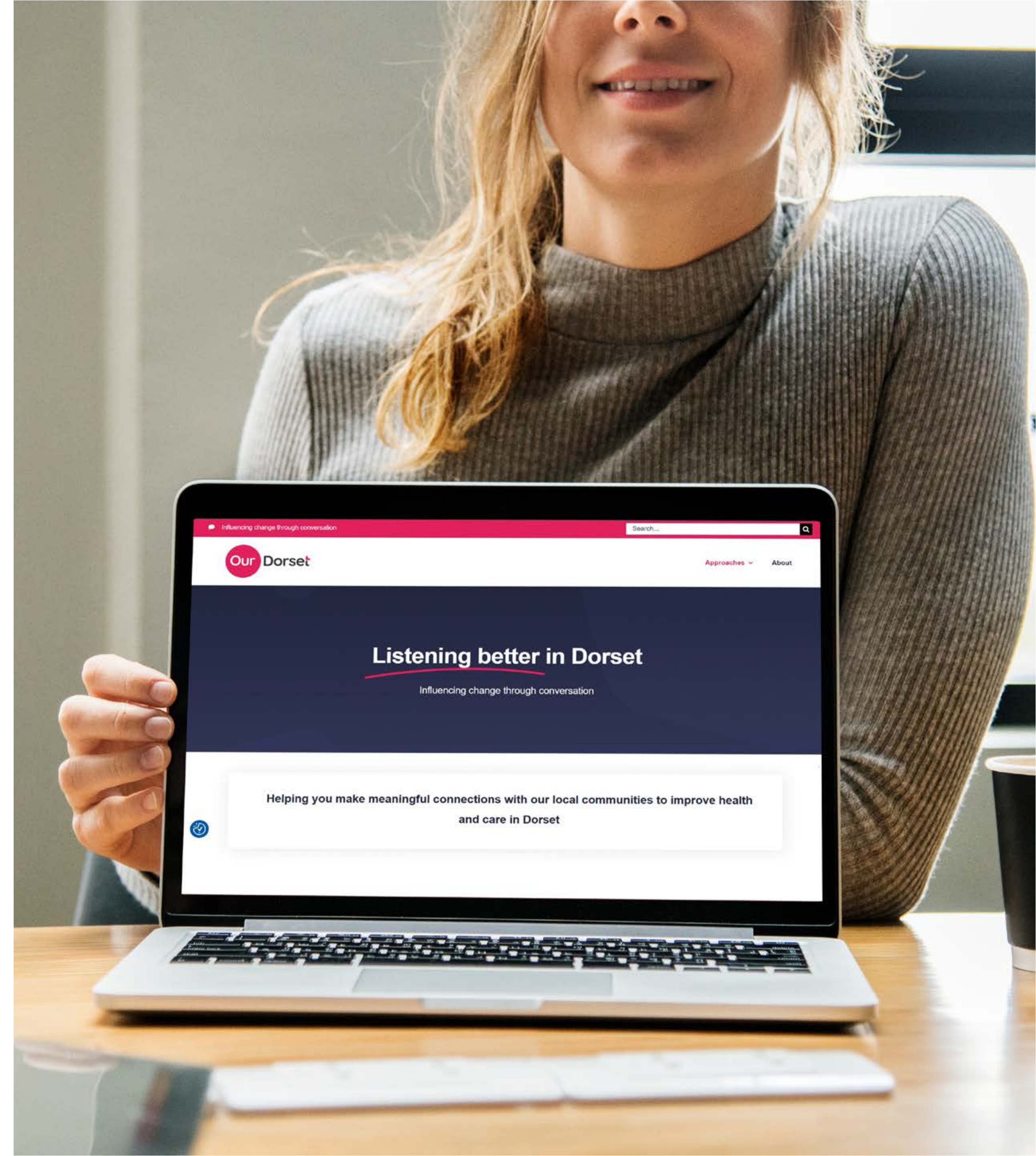


Shout about it

Share these conversational approaches with your colleagues, partners and community groups using:

- newsletters
- intranet stories
- events, meetings and briefings
- staff social networking sites
(eg Viva Engage and WhatsApp groups)
- website news posts
- case studies on social media
- promotional materials (next section).

www.ourdorset.org.uk/listening



Useful copy

Tailor your own messages using this copy.

We want to make positive, lasting change to health and care services in Dorset.

Health and care partners have collaborated to create a suite of 11 conversational approaches.

The approaches will encourage meaningful connections with local communities.

We believe the power of conversation will create an effective listening culture.

www.ourdorset.org.uk/listening



Social media

Use social media graphics to reach colleagues, stakeholders and the public.

Example social media copy

Do you engage with community groups and individuals in Dorset?

Want to make positive changes to health and care services in Dorset?

A suite of new conversational listening approaches will enable you to do just that. The tools will help to really hear what's important to the people of Dorset so we can take action. Together, we can make a big difference.

You can view more by visiting www.ourdorset.org.uk/listening

Hashtag

Tag posts with the hashtag #ListeningBetterDorset on social media and follow the great work taking place across Dorset.

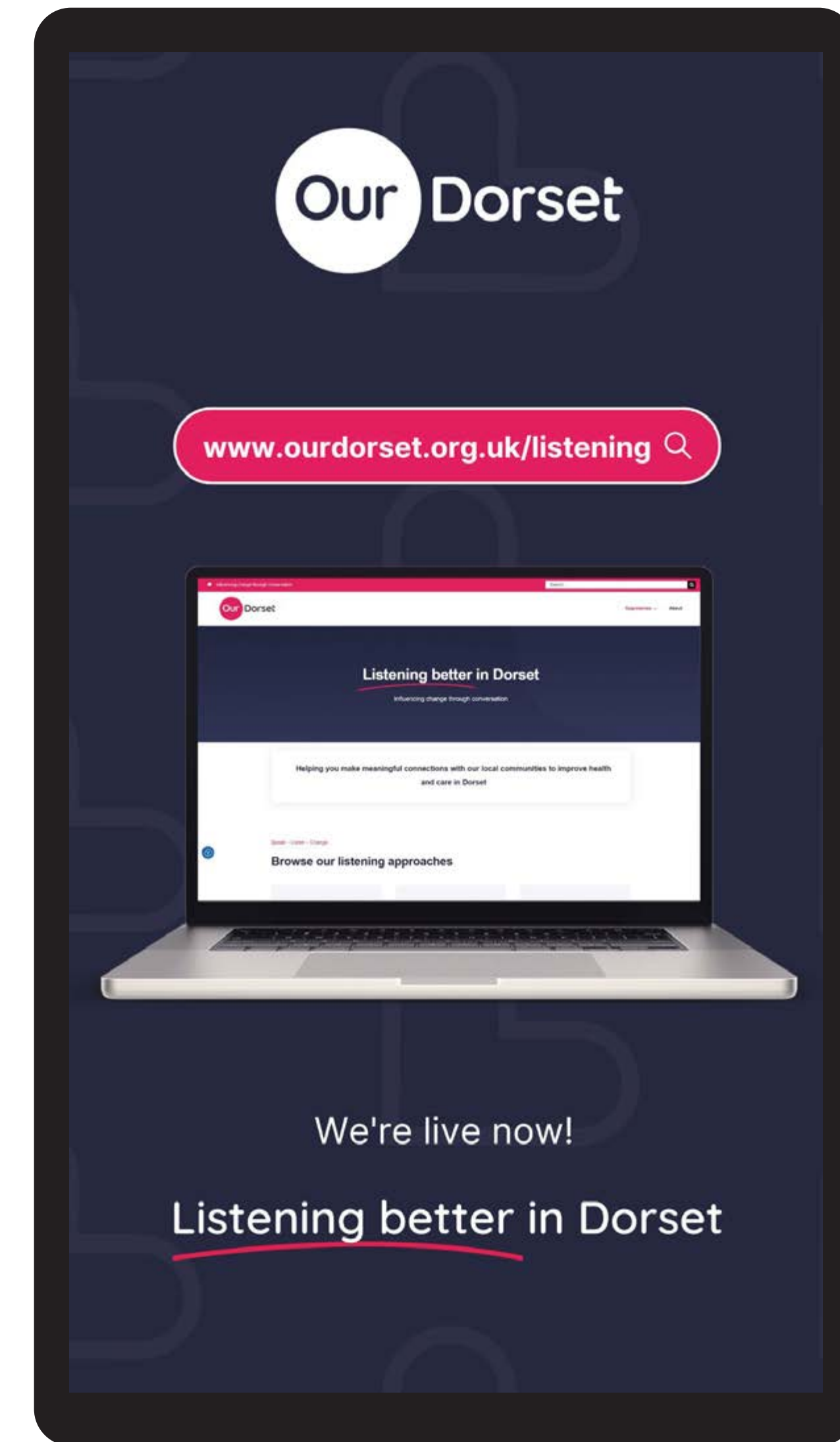
www.ourdorset.org.uk/listening



Video content

You can use our video and reel content to help promote the approaches. Our video content is great to use on social media as well as in presentations.

www.ourdorset.org.uk/listening



Downloadable materials

Promote the approaches with downloadable materials perfect for printing.

- A4 poster
- Pull-up banner
- A5 flyer (double-sided)

www.ourdorset.org.uk/listening

The image displays two promotional materials for 'Listening better in Dorset'. The A4 poster, shown in the foreground, features the 'Our Dorset' logo at the top right. The main text reads: 'A NEW website has launched helping you make meaningful connections with our local communities to improve health and care in Dorset'. Below this, it says 'Find out more about our listening approaches:'. A grid of 11 icons represents different listening approaches: Care Conversations, Community Conversations, Community Researcher Model, Community Researchers, Focus Groups, Neighbourhood Conversations, Patient and Public Voice Groups, Poverty Truth Commission, Three Conversations, Trusted Voices, and Young Listeners. The pull-up banner, shown in the background, also features the 'Our Dorset' logo. The main text reads: 'A NEW website has launched helping you make meaningful connections with our local communities to improve health and care in Dorset'. Below this, it says '11 listening approaches'. The banner also displays a laptop and a smartphone showing the 'Listening better in Dorset' website. The website's main heading is 'Listening better in Dorset' with the tagline 'Influencing change through conversation'. Below this, it says 'Helping you make meaningful connections with our local communities to improve health and care in Dorset'. At the bottom of the banner, the website URL 'www.ourdorset.org.uk/listening' and the hashtag '#ListeningBetterDorset' are displayed.

Our Dorset

A NEW website has launched helping you make meaningful connections with our local communities to improve health and care in Dorset

Find out more about our listening approaches:

Care Conversations

Community Conversations

Community Researcher Model

Community Researchers

Focus Groups

Neighbourhood Conversations

Patient and Public Voice Groups

Poverty Truth Commission

Three Conversations

Trusted Voices

Young Listeners

Our Dorset

11 listening approaches

Listening better in Dorset

Influencing change through conversation

Helping you make meaningful connections with our local communities to improve health and care in Dorset

www.ourdorset.org.uk/listening

#ListeningBetterDorset

Digital graphics

Adding digital graphics to individual communications channels will help to promote the new approaches.

- Teams background
- Email signature
- Digital screen



www.ourdorset.org.uk/listening

Thank you

Thank you for your support in helping to make the **conversational approaches** a success. On behalf of:

Bournemouth, Christchurch and Poole Council

Bournemouth University

Community Action Network

Dorset Community Action

Dorset Council

Dorset County Hospital

Dorset HealthCare

Health Innovation Wessex

Healthwatch Dorset

Help and Kindness

NHS Dorset

Public Health Dorset

University Hospitals Dorset

www.ourdorset.org.uk/listening





**Our
Dorset**

Listening better in Dorset



For any questions, please email:

communication@nhsdorset.nhs.uk