



**Our  
Dorset**

# Listening better in Dorset



**Stakeholder communication and engagement toolkit**

**[www.ourdorset.org.uk/listening](http://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](http://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](http://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).



**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**

[www.ourdorset.org.uk/listening](http://www.ourdorset.org.uk/listening)

# 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](http://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](http://www.ourdorset.org.uk/listening)

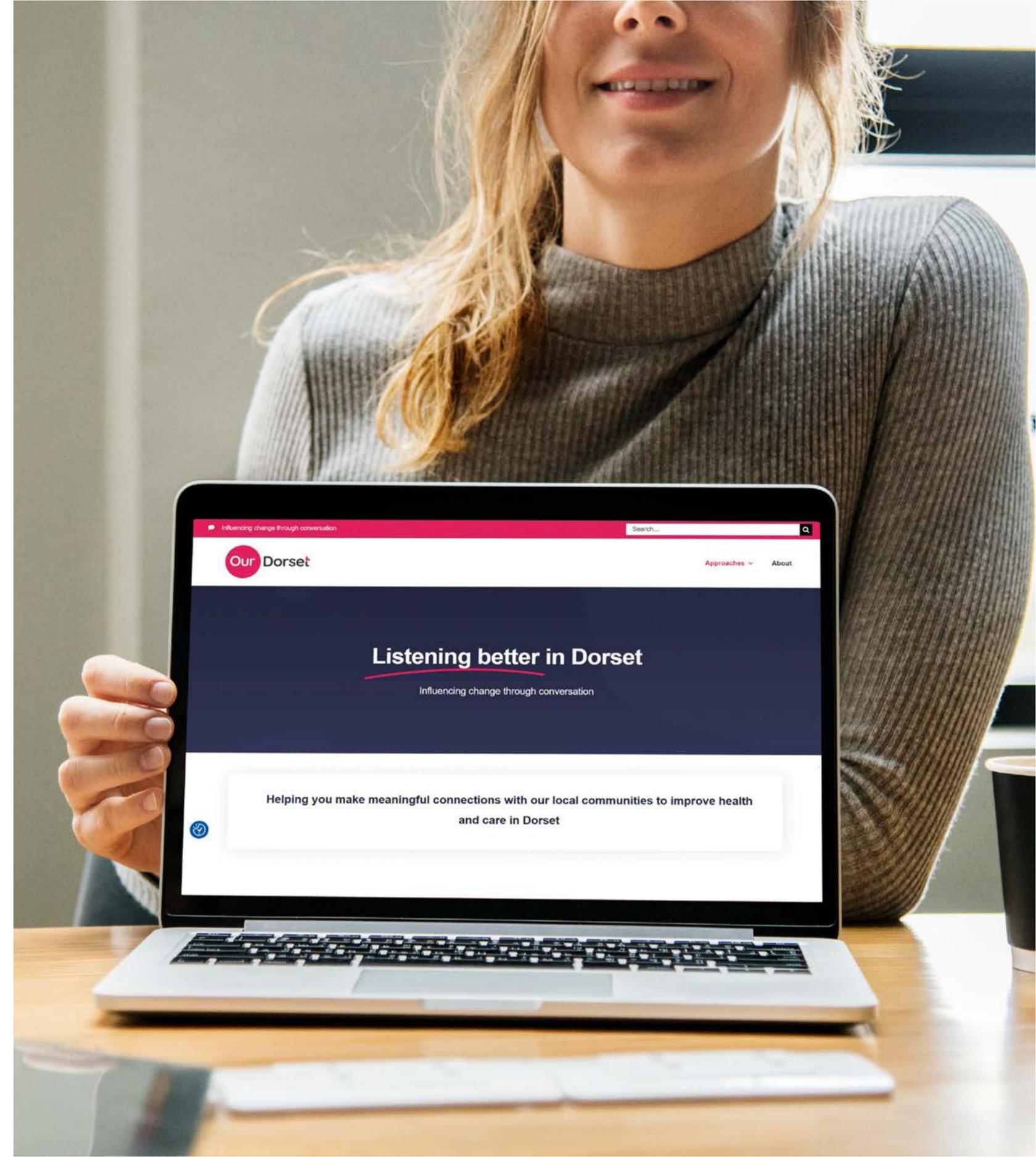


# Shout about it

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](http://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](http://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](http://www.ourdorset.org.uk/listening)

## Hashtag

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

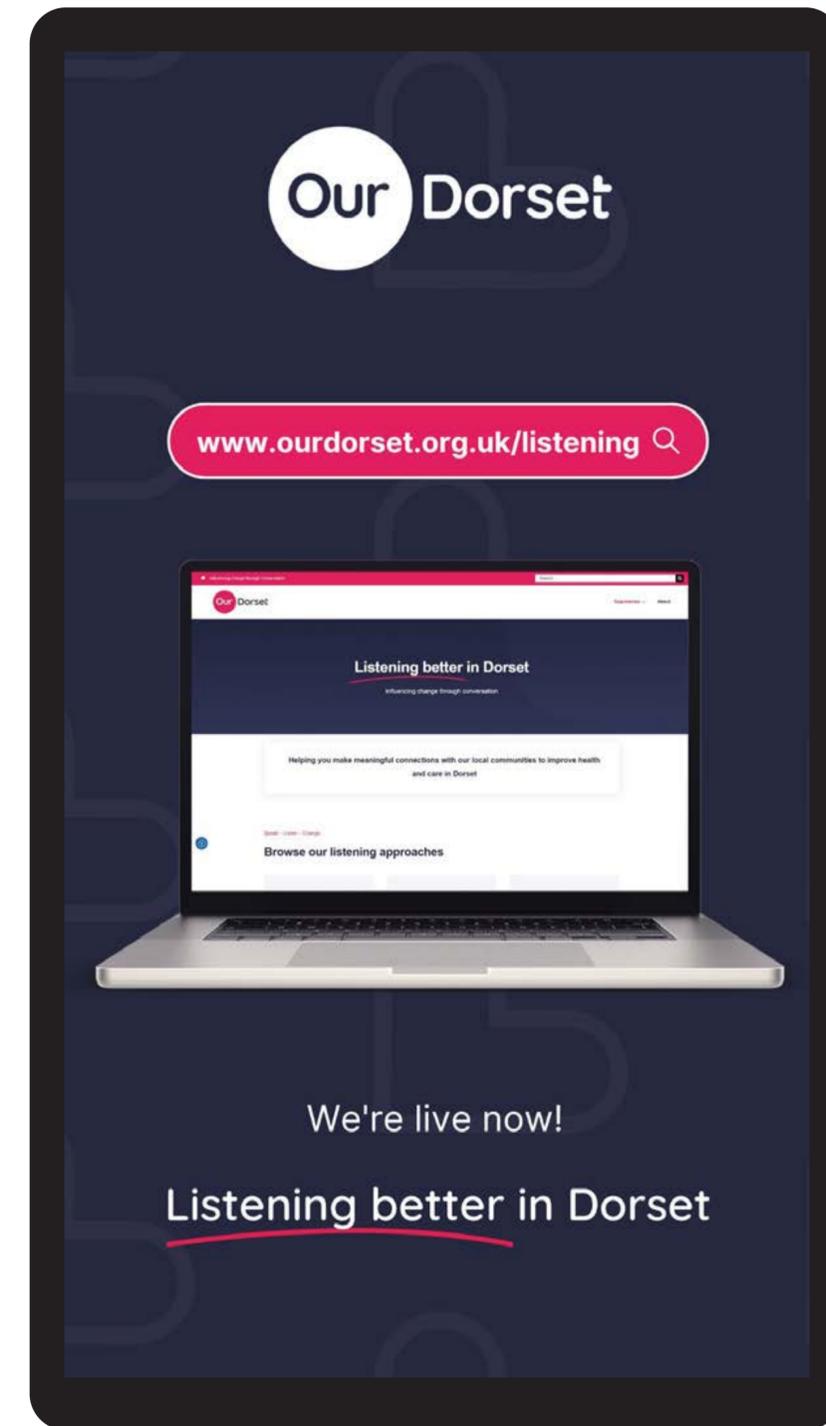
[www.ourdorset.org.uk/listening](http://www.ourdorset.org.uk/listening)



# 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](http://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](http://www.ourdorset.org.uk/listening)

# 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](http://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](#)

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## **Listening better in Dorset**

**For any questions, please email:**

**[communication@nhsdorset.nhs.uk](mailto:communication@nhsdorset.nhs.uk)**