

Communications update

Jersey Care Commission

March 2024

switch

An overview

As a result of the changes to Government in January 2024, Switch has worked with the Commission to revise our communications approach. The approach focuses on engaging with a number of key stakeholder groups in Jersey to engage them in the benefits of regulation and the Commission's role within this.

1. Our **owned channel content** will focus on the benefits of regulation and the ways in which The Commission approaches the regulatory process – in collaboration with service providers, by continually engaging service users and by working with and learning from other regulatory bodies such as the CQC.
2. **We will develop another “owned” channel** in the form of a Care Commission Newsletter, which will engage community groups with our purpose and remit and help them to understand all of the changes underway in healthcare regulation. We will first send an email to all the community groups we have identified to ask for their permission to market to/communicate with them. We will then embark on a quarterly newsletter which will have three sections: 1. An update on all the activities underway at The Commission, signposting the change plan 2. A people focus – profiling a provider, a service user or a member of the JCC team and the ways that they have been collaborating and working together and 3. A section on how users, service providers or the community have benefited from regulation and/or ways in which feedback has been received and used to invoke change.
3. We will work with providers and advocates of The Commission to share their experiences of regulation using their channels to generate **earned and shared content**.
4. We will engage with other regulatory bodies and agencies in Jersey to gauge their interest in participating in a panel event where we discuss “Regulation and regulatory practice are changing in response to challenging economic, technological and social pressures.” Approach Jill Britton from JFSC, Tim Ringsdore from JCRA, Paul Vane from JOIC, Lynn Pamment, The Comptroller and Auditor General and potentially someone from the Regulation Team within the Government of Jersey who also sit within the Environment Minister's remit. We will use a mix of **earned, shared and owned content to promote the event**, promote the event via social media channels of all of those involved and **engage the media to promote the event**, offering an **exclusive interview with our panel – to one media outlet** – on the day of the event, with the intention of creating a regulatory “special edition”. Our aim is to position Becky as spearheading this outcome and initiative, helping Islanders to understand the role of regulation and the way regulation supports better health outcomes.
5. We will develop a **communications campaign to engage all intended users of the new online registry. This campaign will involve communications to approximately 4000 end users who will use the online platform.**
6. We will **engage Jersey local community groups** and develop opportunities for Becky to speak about the benefits of regulation and to (more importantly) gauge their opinions and feedback about the healthcare services they use and receive and the ways in which they could be improved. We will also assess their understanding of regulation and use the information and data received to develop our key messaging and channel strategy.
7. We will **engage the newly elected Ministers and elected representatives** to support the development of their understanding of the purpose, function and remit of The Commission and the plans to regulate the hospital and ambulance services.
8. We will undertake all of the above **in addition to** delivering our existing communications strategy and our existing communications campaign to support the understanding, acceptance, engagement and advocacy of the plan to regulate hospital and ambulance services.

An overview

In the first quarter of 2024 Switch has focussed on the preparation and delivery of three campaigns aligned to the revised communications approach. A high level overview of these campaigns objectives and current work underway is detailed in this pack.

Jersey Care Commission
489 followers
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In 2023 our remit expanded to include other aspects of services for children and young people. This includes Social Work , Fostering and Adoption, Child Contact Centres and Child and Adolescent Mental Health Services (CAMHS).

To support this expansion of services, we work with a team of independent experts, including former experienced Ofsted inspectors, and with the Royal College of Psychiatrists in carrying out inspections for these services. The results as well as our process for carrying out these inspections can be found on our website at <https://lnkd.in/e7mt9diB>

#JerseyCareCommission

Inspections

We work with a team of independent experts to carry out inspections

carecommission.je

Campaign focus 1

Expansion of regulatory services

Switch has been working closely with the Commission to support in the delivery of a communications campaign that targets (1) new providers (2) existing providers and (3) the general public to:

- Understand the rationale for regulatory expansion
- Understand the work undertaken to deliver a single assessment framework that is backed by best practice through the Care Quality Commission and is fit for purpose for Jersey
- Engage positively with the extension of regulation and understands the benefits of this
- Engage in the public consultation process

Delivery

In Q1 Switch has worked with the Commission to deliver

Key messaging

We have worked with the Commission to define what the key messaging for the campaign will be. This is essential to ensure that all communications delivered throughout the campaign are consistent, and align to the goals of the campaign.

Communications plan

To ensure the campaign's target audience builds awareness of the change in regulation, and engages in this process, a multi channel approach is required.

We have developed a campaign plan to ensure we deliver weekly messaging throughout the public consultation period

Animated video

We have adopted an animated video approach to provide a visual overview of the proposed Standards for a general audience to clearly explain the changes to be made, the process behind these changes and to engage the audience in how they can share their feedback.

Campaign focus 2

Regulators event

One of our core communications objectives over the last twelve months has been to support the understanding of the role of regulation in the care sector and to ensure that the media understands our mandate and the ways in which we support the services we regulate and their service users. As a result, The Commission are working to engage a representative group of the regulatory bodies and agencies in Jersey to host a panel event where we will discuss “How regulation and regulatory practice are changing in response to challenging economic, technological and social pressures.”

Our **objective** is to provide a balanced view of the purpose and benefits of regulation in Jersey and to create a platform for discussion of this topic for members of the Jersey community.

Our **intention** is to host a panel-style discussion where representatives talk about the changes in their areas of regulation and members of the audience have the opportunity to ask questions of the panel and share their views.

Our **aim** for the event is to engage those who have an interest in regulation and who have expressed views about the changing nature of regulation in Jersey.

Our **overarching aim** is to help Islanders to understand the role of regulation and the way regulation supports better outcomes for Islanders.

Delivery

To do this, Switch has identified the following next steps.

Regulator engagement

Switch, working with the Commission, has supported in the reaching out and engagement of the other regulatory bodies on the Island to discuss the campaign aims and garner engagement to be involved in the upcoming event.

The event will be supported and attended by the Jersey Office of the Information Commissioner, the Jersey Competition Regulatory Authority, the Jersey Financial Services Commission, The Comptroller and Auditor General and the Regulation Team within the Government of Jersey.

Campaign dates

The aim is for the event to take place over the next two months.

A full communications plan to engage the target audience and to promote the event will be prepared once the event date has been set up.

Campaign delivery

We will use a mix of earned, shared and owned content to promote the event and will work with all of the regulatory bodies and agencies involved to share campaign and event related content on their social media channel and to engage the media to promote the event.

We are in discussions with BBC Jersey and the Jersey Evening Post relating to a series of interviews and articles relating to the benefits of regulation with those responsible for regulating in Jersey.

We will identify a group of individuals in Jersey who have previously and publicly expressed their views in relation to regulation and invite them to attend the event to provide a balanced view and discussion.

Campaign focus 3

Online registry

The Commission are modernising the registration portal for healthcare professionals to allow them to register and if required pay online. This will simplify the process for all of those involved and make it more user-friendly.

There will be an online registration form and people will have an online identification portal. The law is being developed and as a result, the process for registration.

Switch has been working closely with the Commission to support in the delivery of a communications campaign to support this update. The campaign will focus on the rationale for the online registry and engage the target audience in what they need to do, and by when.

Delivery

To do this, Switch has identified the following next steps.

Campaign audience

- 1133 Medical Practitioners- doctors who don't pay for their renewal
- 90 dental professionals - who currently pay for their renewal
- 2352 Health Professionals - who don't pay currently but when the new law comes in they will pay

Key messaging

The key messaging is in the process of being prepared and will focus on:

- The online registry with launch on 15 May 2024.
- Simplifying and digitising the current process
- Clear explainer on what is required and Yoti verification process
- Explaining Corefocus and their involvement

Campaign actions

1. Switch to quote for a two minute explainer video.
2. Switch to develop key messaging and comms for a) internal comms b) mailer c) message to HCS and Public Health and d) social media - all to incorporate explainer video.
3. Alastair to walk someone from Switch through the system to help them understand the requirements for the explainer video.

Thank you



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