

Building the coalition for change

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Health System Transformation

NHS England

Ten practical tips

1. Set out a vision built on public aspirations
2. Build leadership group with clear common purpose
3. Get the words right
4. Go out and talk to staff
5. Show change happening
6. Avoid famine-or-feast engagement
7. Find common cause with local government
8. Get on the front foot on waste
9. Demand accuracy in public debate
10. Be clear and take action once decisions made

Residents and patients

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| 1 | Frame change as ensuring survival of NHS |
| 2 | Explain how change will improve experience |
| 3 | Describe issues people have experienced |
| 4 | Reassure system will still be recognisable |
| 5 | Show proposals have been carefully considered |



Doctors, nurse, therapists

Local government leaders

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| 1 | Acknowledge challenges in the system | 1 | Find a sense of common purpose |
| 2 | Highlight areas of consensus for change | 2 | Begin dialogue early |
| 3 | Build credibility by providing detail | 3 | Take time to learn how each other work |
| 4 | Address 'What's in it for me' | 4 | Work as equal partners |
| 5 | Be direct and honest | | |

Successful narrative

- Unites people behind a common purpose and direction
- Creates a context for change
- Links together and makes sense of multiple initiatives
- Aligns leaders to demonstrate a unified organisation
- Inspires people and creates pride
- Helps employees make sense of their roles in the organisation
- Challenges and changes employees' behaviour

Source: Engage for Success

Understanding people's aspirations

- Make most of existing feedback
- Build partnerships with patient and public representatives
- Involve a reflective range of residents
- Join up public engagement across your area
- Demonstrate public impact on proposals
- Be transparent about plans and decision making