

Health Education North West

Transforming Learning Environments Communities of Practice

COMMUNICATIONS STRATEGY

1. INTRODUCTION

This paper outlines the communication strategy for the 3 *Communities of Practice* responsible for taking forward the delivery of the Transforming Learning Environments action plan.

The key stakeholders in relation to Transforming Learning Environments action plan are identified and a plan is provided to ensure that stakeholders across the agreed strategic, operational and multiprofessional perspectives are updated on developments.

2. TRANSFORMING LEARNING ENVIRONMENTS

- Health Education North West (HENW) has made significant investments in creating and developing several learning infrastructure network functions to ensure high quality support for learners. The North West has a very successful history and well developed networks for delivering high quality workplace-based education experiences through its educational networks which are the Practice Education Facilitators (PEFs), Work Based Education Facilitators (WBEFs), Placement Development Network and the Skills for Health Academy North West.
- It is both timely and appropriate for HENW to consider the role and function of the available learning infrastructures and any developments needed to ensure that the purpose and value of the functions are maximised and responsive to emerging strategic contexts and needs.
- As part of this endeavour, a significant number of representatives from the learning infrastructure networks participated in a development session to vision and consider how better collaboration, cohesion and communication between the existing networks and stakeholders might be supported and commence the development of a set of common goals.
- Following on from the Transforming Learning Environments (TLE) event held in February HENW has produced an action plan that captures the feedback and outputs from the development session and will provide the way to the overall approach for how further alignment and benefit from the educational networks will be achieved.
- The plan sets out an initial set of actions that need to be undertaken within the next 6 months, April - September 2014, in order to establish confidence, practice and collaborative relationships, identify any areas of best practice which need to be accelerated and uniformly spread across the networks, undertake any gap analysis and renew for the benefit and continued support of organisations the common purpose, engagement and expected impact of the activity of networks.
- The plan identifies the action areas that need to be addressed; the constituent actions that need to be undertaken which if implemented might then result in a set of

expected outcomes. Finally, the expected dates of completion for the indicated are given.

- To support the delivery of the action plan, three Communities of Practice will be established with a small Education Transformation Project Board consisting of the network leads, representatives of healthcare organisations and the Education Management Team at Health Education North West to encourage, guide and oversee the activities of the Communities of Practice

3. STAKEHOLDERS

- Learning and Development Agreement Leads of NHS NW Organisations
- NW Dean of Higher Education Institutions (HEIs)
- NW Health and Social Care Deans Group
- Education Management Team and Regional Oversight Team at Health Education North West, including the Post Graduate Medical and Dental Deaneries
- NW Private, Voluntary and Independent Sector Healthcare organisations
- Service Users/ Carers
- All healthcare students via Student Quality Ambassadors and Student Representatives
- NW Allied Health Professions Workforce Board and wider networks with NHS NW organisations
- NW Health Care Science Workforce Board and wider networks with NHS NW organisations
- NW Pharmacy Workforce Board and wider networks with NHS NW organisations

4. TRANSFORMING LEARNING ENVIRONMENTS STRUCTURE AND RESPONSIBILITIES

GROUP	FREQUENCY OF MEETING AND TYPE OF COMMUNICATION	DESIRED OUTCOMES
Education Transformation Project Board	<ul style="list-style-type: none"> • Meet monthly • Produce progress reports for dissemination to all stakeholders through existing networks 	<ul style="list-style-type: none"> • To inform and steer the strategic direction of Transforming Learning environments • Monitor action plan delivery • To discuss/ respond to the outputs of the 3 Communities of Practice • Inform strategy delivery and any resource plans
3 Communities of Practice: Community of Practice 1: <i>focusing on maximising the contribution, efficiency and knowledge sharing between and across Learning Infrastructure Networks</i> Community of Practice 2: <i>focusing on Quality Management and Enhancement</i> Community of Practice 3: <i>focusing on Excellent Education in Learning Environments</i>	<ul style="list-style-type: none"> • Meet twice a month • Produce monthly action progress report/keep an active risk log and escalate any risks and /or recommendations for decisions to the Project Board 	<ul style="list-style-type: none"> • Implement agreed strategy delivery plans • Active risk log maintained.

*** All members of the Communities of Practice are responsible for using existing communication networks to provide regular progress updates to the constituent stakeholder groups they represent.**

5. WIDER STAKEHOLDER COMMUNICATIONS

STAKEHOLDERS	TYPE AND FREQUENCY OF COMMUNICATION
Health Education North West	
Education Management Team, (including the Post Graduate Medical and Dental Deaneries)	<ul style="list-style-type: none">• Bi monthly progress reports at required• Conference/ workshop event (September)
Service Providers	
LDA leads of NW NHS Organisations –(to communicate internally to all Board Directors)	<ul style="list-style-type: none">• Updates on progress via Workforce and Education portal: http://www.ewin.northwest.nhs.uk/
Private, voluntary and independent sector healthcare providers	
Professional Networks (AHPS, HCS, Pharmacy, NW Placement Development Network, PEFs, WEBFs and Skill for Health Academy NW, other professional groups)	
Education Providers	
HEI Deans	<ul style="list-style-type: none">• Update at Contract meetings• Workforce and Education portal: http://www.ewin.northwest.nhs.uk/
Other Stakeholders	
Healthcare Students	<ul style="list-style-type: none">• Workforce and Education portal: http://www.ewin.northwest.nhs.uk/
Service Users/ Carers	

**Transforming Learning Environments
Communities of Practice**

Local Workforce and Education Group (LWEG)

Representatives across Nursing, Allied Health Professions, HEIs, Private, Voluntary and Independent Sector, Medicine, Pharmacy, Dentistry, Health Care Science

Informs and advises the strategic direction of Transforming Learning Environments via the Project Board



Education Transformation Project Board

Representatives : HENW, Head of Educational Networks, CoP Chairs / coordinators

Informs and advises the strategic direction of Transforming Learning Environments and monitor its delivery



Communities of Practice

Representatives from: PEFs; PDMs; WEBFs, Skills for Health Academy

Community of Practice 1

focusing on maximising the contribution, efficiency and knowledge sharing between and across Learning Infrastructure Networks

Community of Practice 2

focusing on Quality Management and Enhancement

Community of Practice 3

focusing on Excellent Education in Learning Environments

