

Transforming health and care together

Communications and
engagement approach

Transforming together



Campaign principles

- Bring together communications and engagement activity supporting health and care transformation.
- Support existing work already underway at University Hospitals Dorset including the BEACH building.
- Adopt a clear narrative and consistent approach to the outputs of the Clinical Services Review.
- Use storytelling, case studies and lived experiences to describe benefits.
- Develop specific KPIs for each area across internal and external stakeholder groups.

Transforming together



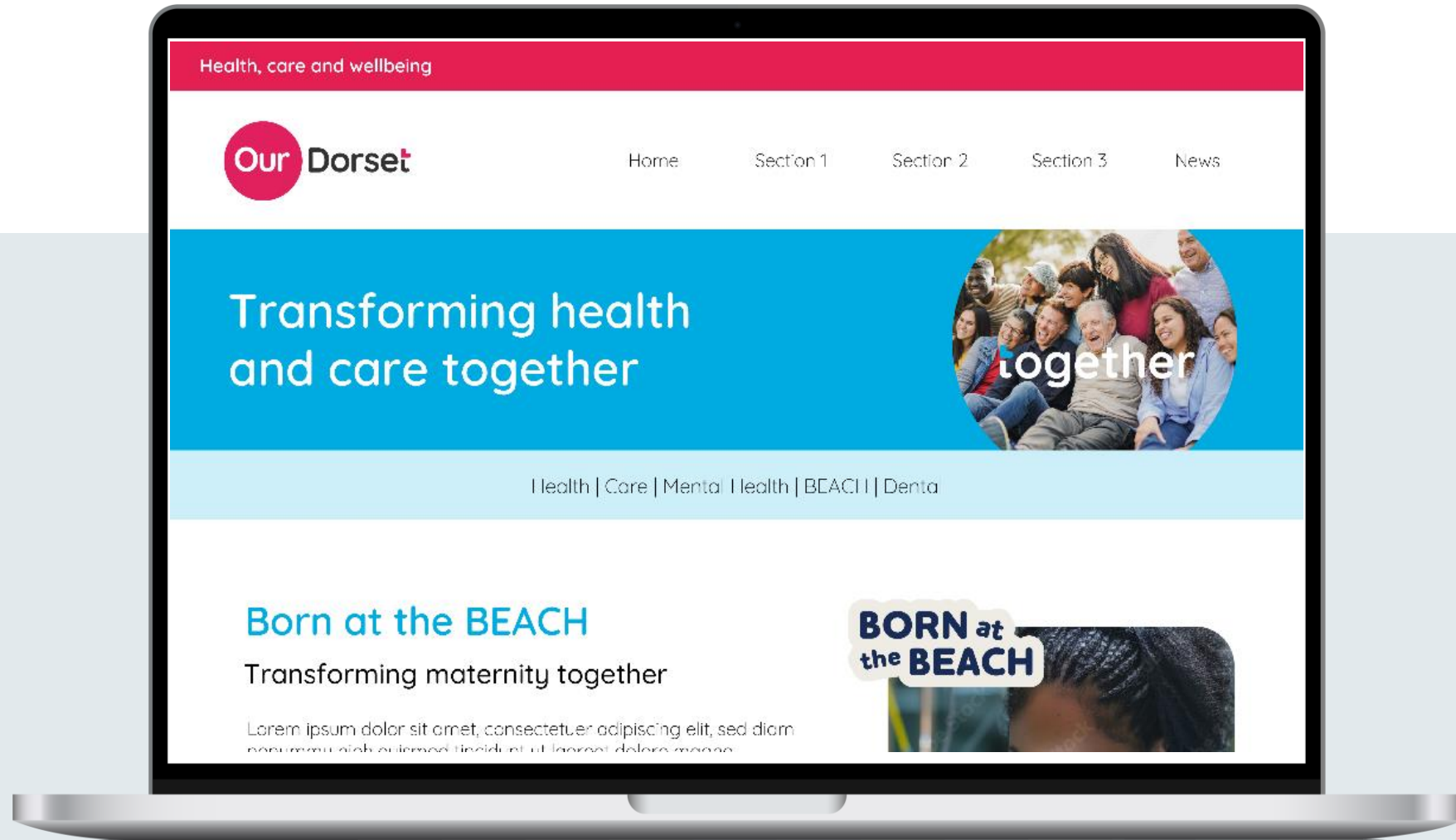
Engaging with staff, people and communities

- We have a legal duty to involve people and communities, but our commitment goes much further than that.
- The voices and experiences of staff, people and communities will inform, influence and shape the programmes of work.
- Keeping people engaged throughout the process is key to the success of the transformation programmes.
- We'll use an involvement grid to monitor engagement activity making sure it is proportionate and appropriate.

Transforming **t**ogether



Bringing the changes to life



Transforming health and care together

| Health | Care | Mental Health | BEACH | Dental



Born at the BEACH

Transforming maternity together

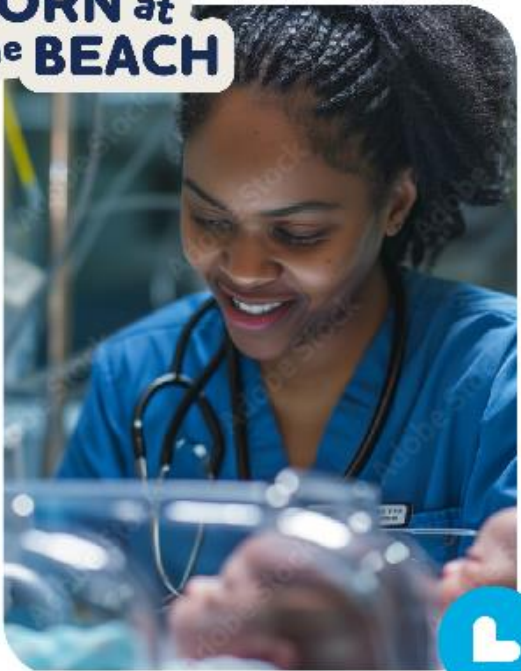
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BORN at the BEACH



and care together



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Born at the BEACH

Transforming maternity together

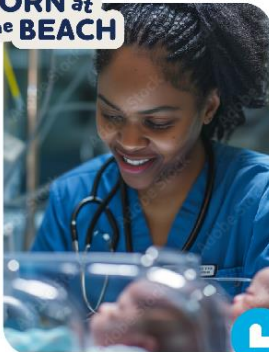
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BORN at the BEACH



Designed for fast, accurate, routine and specialist testing, the Hub improves diagnostics for patients

[Read more](#)



Planned care on the Poole Hospital site will provide rapid treatment of elective operations

[Read more](#)



Paediatrics & childrens services move to the new BEACH building at University Hospitals Dorset site

[Read more](#)



Core closer to home

"BP at home is providing easy access to care in peoples homes..."

[Read more](#)

Born and the BEACH

- A dedicated campaign under the 'transforming together' banner has been designed to promote the new maternity and neonatal unit in the BEACH building at the Royal Bournemouth Hospital.
- The campaign is aimed at expecting mums and families, so they are well informed and prepared for any deliveries due from April 2025
- Data and insights will be used for targeting messages and channels.
- Local maternity teams, neonatal teams and MVPs have helped to develop messaging and test the campaign.
- This campaign plan is the blueprint for how we will deliver other CSR transformation elements.

Transforming **together**





Transforming together

Our
Dorset

NHS

BORN at the BEACH

Transforming maternity together



NHS

University Hospitals Dorset is
opening a brand-new
maternity and neonatal unit at
its BEACH building in

April
2025

BORN at the BEACH

NHS



What to expect

NHS

- ✓ Extensive maternity services, including antenatal, birth, and postnatal care.
- ✓ A dedicated, experienced team providing personalised care.

NHS



NHS

- ✓ Emphasis on involving partners and families in the birthing experience.
- ✓ State-of-the-art facilities ensuring safety and comfort.