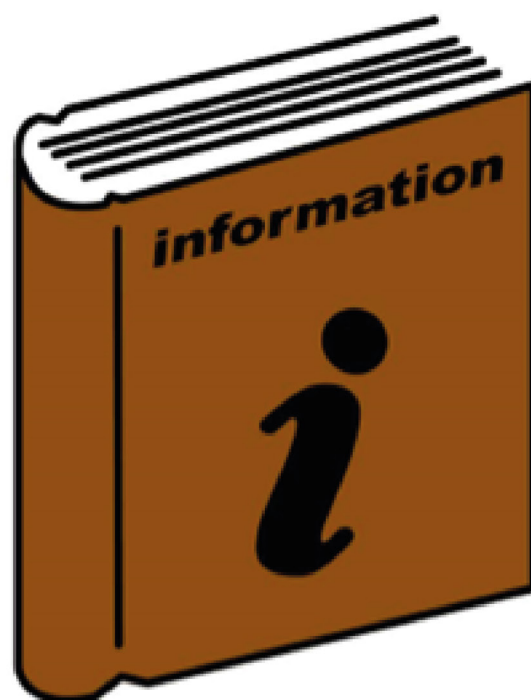


Communication Strategy 2025-2029



Communication Strategy



Our Communication Strategy explains how we will improve communication between 2025 and 2029.

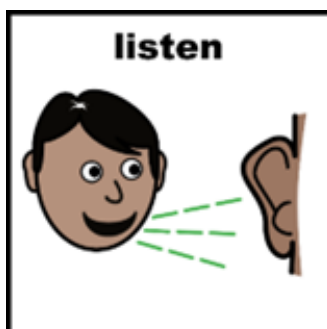


Communication is about how we talk and listen to people. It involves and is about everybody.

Main Goals



Give clear and helpful information.



Listen to people's ideas and experiences.

respect



Be kind and respectful in every message.

communication



Make all communication easy to understand.

care



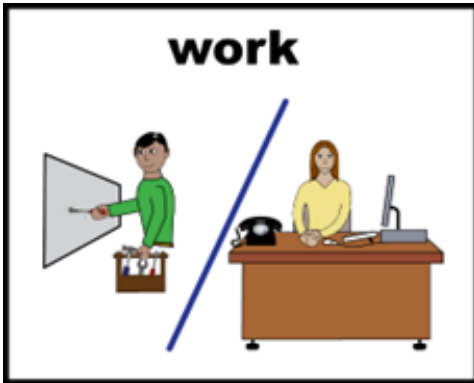
Help people get the care they need.

help



Help everyone have a good experience when using our hospitals.

Priorities



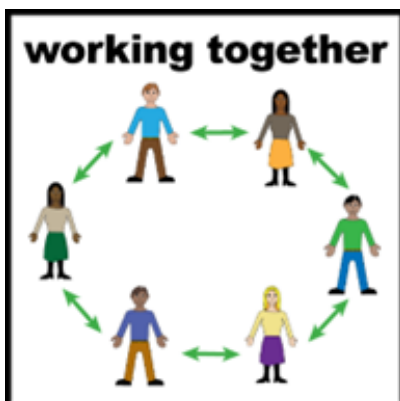
Make the Shrewsbury and Telford Hospital NHS Trust a great place to work.



Give the best quality of care.

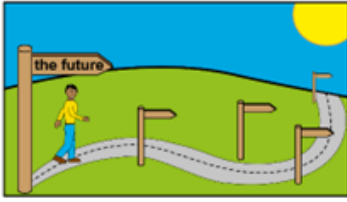


Give people a better experience when using our hospitals.



Work together across health care services.

the future



Talk about how we are making our hospitals better for the future.

healthy and well



Help everyone stay healthy and well for longer.

Who we communicate with



Patients, carers and visitors who come into our hospitals.

workforce



Our staff and volunteer workforce.



Our local community.



Working with others including organisations and contractors.

How we communicate



We contact people by letters, texts, and leaflets.



We use websites, apps and social media.



We use information screens in the hospital.



We talk to staff through newsletters and team briefings.



camera

We use videos and pictures with real people.

What's changing



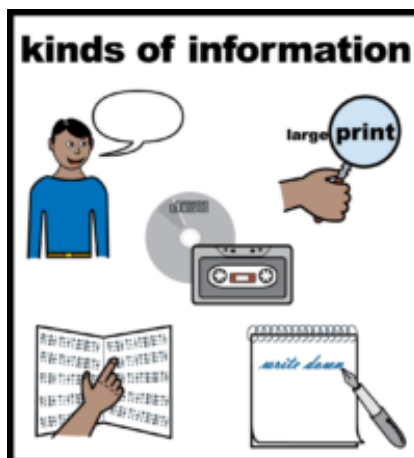
Using technology to give people more control and choice.



Easier access to services and information.



Better communication between staff and patients.



Having different kinds of information available for different needs.

How we will measure success



Feedback we receive from patients and staff.



Feedback from our website.



Data from waiting times and missed appointments.

Summary



Good information and communication builds trust.



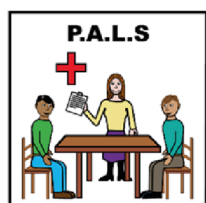
It helps people feel confident, stay healthy and get better care.



Everyone plays a part in making this strategy work. We need to work together.



Further information is available from:



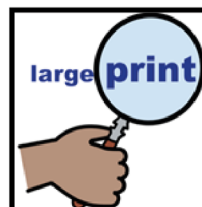
Patient Advice and Liaison Service (PALS)
Royal Shrewsbury Hospital: 0800 7830057
Princess Royal Hospital: 01952 282888



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or large print.



Mencap
<https://www.mencap.org.uk/advice-and-support>



If you would like a copy of this information in a different format email
sath.patientexperience@nhs.net or
telephone 01952 641222 Ext 5126

Thank you to our patient and community groups who helped us write this.

