Consultation on the role of the Scottish Health Council

Strengthening people’s voices in health and social care

A summary of how we are communicating with stakeholders

We are committed to ensuring that everyone with an interest in how the public is involved in health and social care has the opportunity to contribute their views to this consultation.

Following publication of the consultation report and an Easy Read version on our website, we invited over 900 stakeholders to encourage them to get involved in the consultation.

These stakeholders included:

- Voluntary sector groups (including umbrella organisations)
- NHSScotland Chairs and Chief Executives
- Integration Authority Chief Officers
- Scottish Government colleagues, and
- MSPs.

The consultation report has also been shared with many individual members of the public across Scotland who have an interest in our work.

The launch of the consultation was marked with a week-long social media campaign, including a post on the Healthcare Improvement Scotland corporate Facebook account and a series of daily tweets on our corporate Twitter account.

The initial Facebook post reached 296 people and tweets issued in the first week resulted in 158 retweets, 33 likes, over 21,000 impressions (i.e. potential views) and 417 engagements (e.g. people clicking through to our website).

We will continue to promote the consultation through social media throughout the duration of the consultation period.

September 2017
Additional communications activity, including the publication of news articles, is also planned.

In September 2017, we are holding three consultation events in Perth, Edinburgh and Glasgow so that people can give us their views directly on the future direction of the Scottish Health Council.

We have also established a mailbox (hcis.consult@nhs.net) to enable us to gather comments and answer queries relating to the consultation.

Full details of the consultation, including how to register for the consultation events, can be found at [www.healthcareimprovementscotland.org/shc_consultation.aspx](http://www.healthcareimprovementscotland.org/shc_consultation.aspx)