



BUCKINGHAMSHIRE  
NEW UNIVERSITY

EST. 1891



A New Postgraduate Qualification

in

Health Communication,  
Consultation and Engagement

## Introduction

The Centre for Health Communication Research at Buckinghamshire New University is working with the Consultation Institute to develop a new postgraduate qualification in health communication and consultation. The proposed course will cover the full range of skills, knowledge and behaviours required to be proficient and effective at a senior level in the fields of health engagement, involvement, communication and consultation.

This new course will reflect and address current challenges across the health and care sector including those faced by NHS Trusts and those faced by the new Integrated Care Systems. It will be open to all those who aspire to become better professionals in these important fields.

This major initiative is supported by NHS Providers, NHS Confederation and the Shelford Group - a collaboration involving the ten largest teaching and research NHS Trusts in England.

## Key points

- The course will be delivered as a part-time programme over a period of 12 months.
- Successful completion of the course will lead to the award of the University's Postgraduate Certificate in Health Communication and Consultation and the right to use the appropriate letters after your name.
- The course will involve a blended learning approach with some online teaching, some face-to-face teaching and some project work.
- It will include guest contributions from some of the most senior people in the NHS and from senior leaders in other sectors too.
- It will be perfectly possible to complete this course while continuing with a full-time role.
- Course fees - including all residential costs - will be 12k plus VAT.
- The first course will start in January 2024.
- We anticipate that course fees will usually be paid by the course participant's employer, but the course will also be open to self-funded applicants.

## Course content

Course content is being developed and finalised with a Content Board including representatives from Buckinghamshire New University, the Shelford Group, NHS Providers, NHS Confederation and the Consultation Institute.

Course content will include:

### Health communication

- Developing communication strategies
- Staff and stakeholder communication
- Interpersonal communication
- Culture change
- Marketing
- Media skills and crisis management
- Reputation management
- Digital communication
- Influence at board level
- Public affairs

## Consultation, engagement & involvement

- Making consultation and involvement meaningful
- Preparing for and conducting a public consultation
- Better data analysis for public consultations
- Consultation law, policy, regulation and guidance
- Equalities Essentials
- Understanding community engagement
- Managing significant change in health & social care
- Options development in service change
- Better Focus Groups
- Better Surveys and Questionnaires

The Centre for Health Communication Research (CHCR) at Buckinghamshire New University has been working with the NHS for almost ten years developing and delivering health communication courses. As the fields of communication, engagement and public consultation increasingly overlap, the development of a new course in this area is a natural next step.

*“CHCR believes communication and engagement should support the transformation of health and care services and ensure the sustainable development of the NHS.”*

The Consultation Institute is celebrating its 20<sup>th</sup> Anniversary in 2023. It is a leading not-for-profit, best-practice Institute and membership body, promoting high-quality, cross sector public and stakeholder consultation standards, workplace training and thought leadership. This is complimented by our commercial and technology subsidiaries, which offer professional services and bespoke training solutions to an international client base.

*“tCI imagines a future where different insights are considered through meaningful dialogue”*

Our aim is to develop a qualification that becomes recognised as the gold-standard qualification for health and care professionals in the fields of communication, engagement and public consultation.

We would particularly welcome interest in this course from those who may be underrepresented in the fields of health communication, consultation and engagement, including people from Black, Asian and minority ethnic backgrounds, disabled people, and the LGBTQI+ community.

