
This engagement strategy is a high level document setting out our strategic goal and objectives, who we should engage with and how we will do this.

Our strategic goal and objectives

- 1 The NMC is committed to engaging with all parties interested in our work. We must create a dialogue, listen and learn from the diverse range of individuals and organisations who have a part to play in ensuring we carry out our public protection role effectively.
- 2 Our strategic goal is to have open and effective relationships that will enable us to work in the public interest and we demonstrate our commitment to this in two corporate objectives:
 - 2.1 We will maintain open and effective regulatory relationships with patients and the public, other regulators, employers and the professions that help us positively influence the behaviour of nurses and midwives to make the care of people their first concern, treat them as individuals, and respect their dignity.
 - 2.2 We will develop and maintain constructive and responsive communications so that people are well informed about the standards of care they should expect from nurses and midwives, and the role of the NMC when standards are not met

Why are we engaging?

- 3 The purpose of our engagement is to inform and be informed by others, building and facilitating relationships which will help us develop the right policies and systems to deliver our regulatory activities. It is integral to understanding the needs and building the confidence of

patients and the public and the nurses and midwives who care for them.

Who are we engaging with?

- 4 We regard anyone who interacts with us, or who has an interest in the NMC and the delivery of our regulatory functions, as a stakeholder. Engagement is both complex and sensitive. We recognise there are many different views about how public protection is best achieved and the range of stakeholders we want to engage with is dynamic and growing. Our engagement must be wide reaching and comprehensive so that those most vulnerable and harder to reach are heard. We must listen and test our understanding including in Europe and other parts of the world.
- 5 To help us to engage most effectively we see our stakeholders belonging to one or more of the following groups:
 - 5.1 Patients and public** - includes individual patients and service users, carers and families, patient representative organisations, health charities and the wider public.
 - 5.2 Professionals** - registrants, student nurses and midwives, employers, educators and the wider nursing and midwifery family.
 - 5.3 Organisations** - including professional organisations, the royal colleges, unions, other regulators and public bodies.
 - 5.4 Decision makers and influencers** - parliamentarians, civil servants, journalists and commentators.

5.5 The NMC – staff and others who work on our behalf such as panellists and independent committee members.

6 Stakeholders have different levels of interest in our work and want to interact in different ways. These groups provide an opportunity to find the most effective way we can engage to meet everyone's needs.

Engagement principles

7 We are committed to listening, sharing ideas openly, being receptive to new approaches and to being flexible as relationships evolve over time to meet the demands of the future. We describe our engagement principles as being accountable, being collaborative, involving, informing and monitoring, and providing service.

8 For each of these principles, we have a clear goal and an expectation of how the engagement should work – the 'deal' of what we will do and what part we would like stakeholders to do in return.

Accountable

- 9 Goal: Provide accurate and reliable information so that we can be held to account for our performance.
- 10 Expectation: We will present up-to-date and accurate performance information. You will hold us to account for the delivery of our statutory functions.

Collaborative

- 11 Goal: Work in partnership on specific projects with equal contribution to achieve mutually beneficial agendas.
- 12 Expectation: We will work together to ensure we understand each others' perspectives and share common aims for specific activities.

Involving

- 13 Goal: Ask, listen and gather specific information and feedback from stakeholders to inform decision making.
- 14 Expectation: You will share your ideas and concerns. We will listen to your views and consider them in making our decisions.

Informing and monitoring

- 15 Goal: Inform or educate stakeholders and monitor their views.
- 16 The deal: We will keep you up to date and ensure you know what we are doing. You will have an understanding of our work, tell us your views and how you think we are doing.

Serving

- 17 Goal: Provide customer services that are effective and efficient at the point of delivery.
- 18 The deal: You will give us feedback about the services you use and how you access them. We will provide high quality services at every point of contact and seek continuous improvement.

Measuring success

- 19 We will assess the success of this engagement strategy in two ways:
- 19.1 Seeking feedback from those we have engaged with.
- 19.2 Developing and reporting against a set of performance indicators to measure the impact of our engagement activities.
- 20 We recognise that delivering this strategy is a huge challenge and we are absolutely committed to making it happen. We are confident we can engage constructively with all our stakeholders and we look forward to working with you.