



Committee and Date
Shadow Health & Wellbeing
Board

12th October 2011

2.00 p.m.

Item No

8

Public

STAKEHOLDER ENGAGEMENT – PROGRESS UPDATE

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1.0 Summary

- 1.1 The Joint Strategic Needs Assessment (JSNA) peer challenge report made recommendation that a robust communications and engagement plan be established. To that end a JSNA Steering and Editorial Group has been created to oversee the development of the JSNA including communication and engagement with stakeholders. In tandem, the Health and Wellbeing Board aims to establish a Stakeholder Alliance to support and inform its work. These two pieces of work are now being addressed as one action to create a single framework for engagement. This report sets out the initial proposals for stakeholder engagement, both to develop the JSNA and to inform and support the Health and Wellbeing Board.

2.0 Recommendations

That the Health and Wellbeing Board:

- (a) Note progress to date and approve future plans
- (b) Make suggestions to identify other stakeholder groups

REPORT

3.0 Risk Assessment and Opportunities Appraisal

- 3.1 The JSNA peer review made recommendations for greater engagement of service users, the voluntary and community sector, service providers and partners in order to provide *intelligence* from the data. Developing a JSNA in partnership with a broader range of stakeholders than the traditional health, public health and social care partners is critical to achieving a shared understanding of health needs.

4.0 Financial implications

- 4.1 By utilising existing networks and forums engagement activity is being delivered within existing budgets.

5.0 Outline engagement plan

5.1 Identification of stakeholder groups

Stakeholder primarily fall into the following categories –

- Service providers
- Service users
- Advocacy and lobby groups
- Partner organisations

A number of networks already exist that bring together a range of stakeholders such as the Voluntary and Community Assembly and its Forums of Interest, Patient Participation Groups, clinical practitioner groups, social care participation boards and Shropshire Partnership. A list of stakeholder organisations and networks is contained in Appendix 1 and work is ongoing to identify any gaps.

5.2 Mapping current and planned engagement activity

In order to maximise engagement opportunities and improve efficiencies, it is important to draw on existing information about service users' and providers' experiences, and utilise other planned engagement activity for gathering health and wellbeing information. A survey of current engagement activity by partner organisations is currently being undertaken and is due for completion by the end of October.

5.3 Methods of engagement

Initial discussions with, primarily, service user, patient and VCS provider groups has provided the following feedback:

- A desire to avoid duplication of meetings and use existing networks as far as possible
- Concern about stakeholder influence being diluted if only one representative on the Health and Wellbeing Board.
- Support for wider workshop / conference events to allow direct access to policy makers and commissioners
- Service users find it difficult to understand the health landscape – who do they go to if they have a problem?
- Some patient and service user groups have concerns about the effectiveness of Healthwatch and so welcome the Health and Wellbeing Alliance as another forum within which to have their voice heard.
- Concern that NHS budgets are nationally driven and so most health spending will not be influenced by local priorities.

A number of different activities will be required to maximise engagement in both the development of the JSNA and informing the strategic coordination of commissioning by the Health and Wellbeing Board.

Initially it is proposed to hold a Health and Wellbeing Alliance conference and workshop in early December with the following aims:

- Raise awareness of the JSNA and its broader scope relating to the wider determinants of health

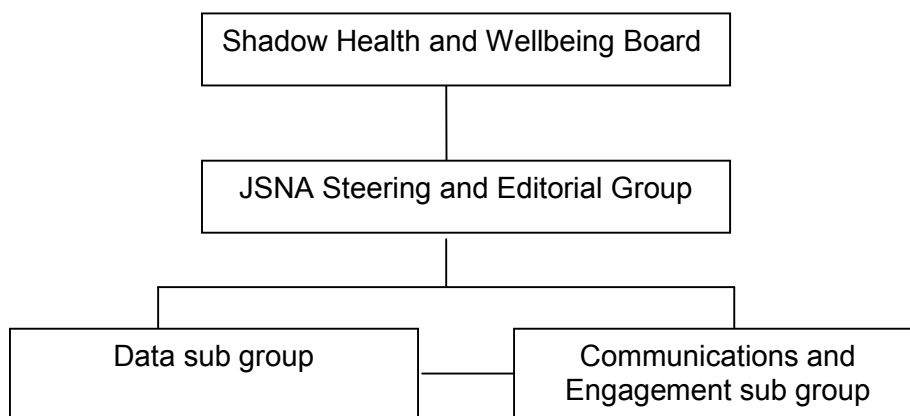
- Demonstrate the importance of stakeholder involvement in contributing evidence and agreeing priorities
- Share current information and identify gaps and other sources of data
- Start to identify and discuss emerging priorities

Follow up workshop events in 2012 will focus on particular aspects of health and wellbeing, possibly using the Marmot policy objectives as a framework, and these will continue to inform the JSNA and Health and Wellbeing Strategy.

Due to the large number of stakeholder groups it is proposed to create a virtual Health and Wellbeing Alliance supported by an interactive website that will allow for an open, two way dialogue between stakeholders, The Health and Wellbeing Board and the JSNA. This will allow both the JSNA and the subsequent Health and Wellbeing Strategy to remain live and up to date as new information from stakeholder engagement emerges.

5.4 Management

The JSNA Steering and Editorial Group is tasked with overseeing the completion of the JSNA. Two sub-groups have been established to focus on data collection and analysis and stakeholder engagement and the work of each group informs the other.



<p>List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)</p> <p>JSNA Peer Challenge, LGID, 2011</p>
<p>Cabinet Member (Portfolio Holder) Councillor Ann Hartley</p>
<p>Local Member ALL</p>
<p>Appendices Appendix 1 - Stakeholder Groups</p>