



Health and Wellbeing Board 8th May 2015

Health and Wellbeing Board Communication and Engagement Strategy and Action Plan

Responsible Officer

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1. Summary

- 1.1 In October 2014 the HWBB approved the establishment of a Communication and Engagement Task and Finish Group to develop an overarching health and wellbeing communication and engagement strategy and action plan for Shropshire. The aim was not to replace any individual organisation's plans and strategies but has developed overarching principles for health and wellbeing communication and engagement across Shropshire, with specific actions identified to improve communication and engagement across Shropshire.
- 1.2 It was recognised that many health and care organisations in Shropshire engage with the population to design services, understand need and service user experience, and provide information to the public. It was agreed that it would be worth exploring how we could do more together to reduce duplication and increase consistency of messaging. It was also felt this strategy was needed in order to develop a collective approach and commitment to working with the population to design services, and to ensure that where ever possible health and care organisations could support one another, share information and best practice.
- 1.3 The task and finish group includes members from Healthwatch (chair), the CCG, CSU, Shropshire Council Communications and Public Health, and the VCSA.
- 1.4 In December the T& F group invited key stakeholders from partner organisations to participate in a communication and engagement workshop. The workshop included an informative presentation regarding Best Practice and Law in Consultation by Nick Duffin of the Consultation Institute. Each organisation also brought with them their key considerations for communication and engagement and the group worked collectively to develop local principles.
- 1.5 Attached in Appendix 1 is the **Final Draft** Communications and Engagement Strategy and **DRAFT Action Plan** that have been developed as a result of the workshop, further T&F Group meetings and a 4 week stakeholder consultation.
- 1.6 The development of this strategy has coincided with the Shropshire Health and Wellbeing Peer Challenge and subsequent HWBB development, and has been developed in the context of large scale transformation programmes (including Future Fit, Better Care Fund and the Care Act). As such the Communication and Engagement task and finish group has recognised that

we will be entering a time when how we communicate and engage about these changes will be vitally important for the population and for the success of new programmes and developments.

1.7 As well recent meetings of the Health and Wellbeing Board have emphasised a significant role for communication and engagement with regard to supporting the urgent care system in Shropshire, and with regard to closer working relationships and supporting communication and engagement between partnership boards (Children's Trust, Safer Stronger Communities Board, Safeguarding Boards).

1.8 In March 2015, the HWBB approved the development of a Communication and Engagement Operational Group and the use of Shropshire Together as our branding. The operational group will be responsible for the development of focus and messaging in relation to Shropshire Together and will further develop and implement the Draft Action Plan.

1.9 It is envisaged that the Communication and Engagement Plan and its Action Plan will continue to evolve in line with national and local guidance and as the HWBB Strategy is developed.

2. Recommendations

1.1 The Health and Wellbeing Communication and Engagement T&F group recommend that the Board:

1. Approve the final draft HWBB Communications and Engagement Strategy, and draft Action Plan – Appendix 1;
2. Discuss and recommend membership for the Communication and Engagement Operational Group

REPORT

3. Risk Assessment and Opportunities Appraisal

(NB This will include the following: Risk Management, Human Rights, Equalities, Community, Environmental consequences and other Consultation)

3.1 The HWBB priorities work to reduce health inequalities. The HWB Communication and Engagement Plan sets out principles around communicating and engaging with all people including children and young people and those with protected characteristics.

4. Financial Implications

4.1 There are no direct financial considerations as part of this report. However, the development of the strategy and action plan and ongoing delivery and support of both will include officer and financial resource.

5. Background

5.1 HWBB paper outlining requirement for a HWB Comms and Engagement Task and Finish Group can be found [here](#). The HWBB paper approving the use of Shropshire Together branding and the development of an operational group can be found [here](#).

6. Additional Information

6.1 The Operational Group membership will be derived from the list of stakeholders in the Strategy, copied below:

Our Partners:

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[Healthwatch Shropshire](#) is the independent consumer champion for health and social care in Shropshire. Healthwatch Shropshire seeks the views of patients, carers, service users and the wider public about how their health and social care services are run. Healthwatch has the right to visit places providing publicly funded health and social care services (such as hospitals, GP practices and residential homes). It makes reports and recommendations, publicises its findings, and it uses its statutory powers to influence change.

[Shropshire Council](#) provides a range of services to Shropshire residents including the delivery of health and social care services. This incorporates children's services, social care placements and support, safeguarding of vulnerable children and adults, Shropshire libraries, information, advice and guidance, public health support around healthy lifestyles and services from the leisure and outdoor recreation teams.

[Midland and Lancashire Commissioning Support Unit \(CSU\)](#) provides specialist support to Shropshire CCG, particularly around back office functions. In Shropshire, the CSU is helping to support the CCG with its communication and engagement, including the NHS Future Fit programme.

[South Staffordshire and Shropshire Healthcare NHS Foundation Trust](#) provide adult and older people's mental health services and learning disability health services. They work in partnership to promote the independence, rehabilitation, social inclusion and recovery of people with a mental illness.

[The Shrewsbury and Telford Hospital NHS Trust \(SaTH\)](#) is the main provider of district general hospital services for half a million people living in Shropshire, Telford and Wrekin and mid Wales, Services are delivered from two main acute sites: Royal Shrewsbury Hospital (RSH) in Shrewsbury and the Princess Royal Hospital (PRH) in Telford.

[The Robert Jones and Agnes Hunt Orthopaedic Hospital NHS Foundation Trust \(RJAH\)](#) is a leading orthopaedic centre of excellence. The Trust provides a comprehensive range of musculoskeletal surgical, medical and rehabilitation services; locally, regionally and nationally from a single site hospital based in Oswestry, Shropshire.

[Shropshire Community Health NHS Trust](#) provides community health services to people in their own homes, local clinics, health centres, GP surgeries and other locations across Shropshire, Telford & Wrekin and some surrounding areas. These services include Minor Injury Units, community nursing, health visiting, school nursing, podiatry, physiotherapy, occupational therapy, and support to patients with diabetes, respiratory conditions and other long-term health problems.

GP Practices - There are 44 GP practices in Shropshire and local practices have formed a GP Federation. The single Walk in Centre is currently located on the Royal Shrewsbury Hospital site.

[Shropshire Doctors Co-operative Ltd \(Shropdoc\)](#) provides urgent medical services for patients when their own surgery is closed and whose needs cannot safely wait until the surgery is next open. ShropDoc provides out of hour's primary care services to 600,000 patients in Shropshire, Telford and Wrekin and Powys.

[West Midlands Ambulance Service \(NHS Foundation Trust\)](#) - The Trust serves a population of 5.36 million people covering an area of more than 5,000 square miles made up of Shropshire, Herefordshire, Worcestershire, Staffordshire, Warwickshire, Coventry, Birmingham and Black Country conurbation.

[NHS England](#) is an executive, non-departmental, public body of the Department of Health. NHS England oversees the budget, planning, delivery and day-to-day operation of the commissioning side of the NHS in England as set out in the Health and Social Care Act 2012.

[Shropshire Local Pharmaceutical Committee](#) – The Shropshire Local Pharmaceutical Committee is the representative statutory body for all Community Pharmacy contractors in the county of Shropshire.

[People 2 People](#) is a not-for-profit independent social work practice working with Shropshire Council to provide adult social care support to older people and those with disabilities. The aim of People2People is to offer a different way of supporting individuals to keep their independence for as long as possible.

[Shropshire Partners in Care \(SPIC\)](#) represents independent providers of care to the adults of Shropshire and Telford & Wrekin. Its purpose is to support the development of a high quality social care sector in the areas of Shropshire and Telford & Wrekin. They provide information, support training and signposting to relevant services to everyone that contacts the office.

[The Voluntary and Community Sector Assembly \(VCSA\)](#) works to facilitate partnership between the voluntary and community sector and public sector, ensuring that the VCS are represented on groups led by the CCG, Shropshire Council and other partners. Members of the Voluntary and Community Sector Assembly include many VCS organisations who deliver health and social care services in Shropshire.

[Help2Change](#) provides a single point of access to a suite of services to help individuals improve their health. Services are aimed at keeping individuals well, improving their wellbeing and preventing illness. Information and advice is also available via the [Healthy Shropshire](#) website.

[IP&E](#) provides public services on the Council's behalf, enabling the Council to reinvest profits from any trading back into services. Their aim is to deliver better outcomes for the public by designing services around customer need and maximising public profit.

[Staffordshire and Stoke-on-Trent Partnership NHS Trust](#) is the commissioned provider of sexual health services across Shropshire.

7. Conclusions

7.1 Please see summary and recommendations.

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)
Cabinet Member (Portfolio Holder) Karen Calder, Portfolio Holder - Health
Local Member
Appendix 1. Draft Health & Wellbeing Board Communications and Engagement Strategy and Action Plan

Final Draft Health & Wellbeing Board Communications and Engagement Strategy

Background

Shropshire is a vibrant and diverse county with varied and unique health and social care needs. In particular, Shropshire's rurality and demographic structure bring specific challenges with regard to communication and engagement. Although largely a fairly affluent county, Shropshire has areas of deprivation which combined with rural sparsity create issues for access to services.

As an example, we recognise that making information available online cannot be our only method of communication with the public as many of our residents have inadequate internet access. Similarly, Shropshire has an ageing population with a high proportion of individuals aged over 50 years old. This brings challenges around the requirements for provision of social care and ensuring that individuals are not socially or geographically isolated.

In Shropshire, strategic health and care decisions are made by the Health and Wellbeing Board which has membership from the Local Authority, the Clinical Commissioning Group, Healthwatch, the VCSA and NHS Local Area Team. The Health and Wellbeing Board acts to ensure that key leaders from the health and care system work together to improve the health and wellbeing of Shropshire residents. Health and Wellbeing Board members collaborate to understand their local community's needs, agree priorities and work together to plan how best to deliver services.

Introduction

Health and social care have recognised that we all work with patients, carers and service users to gather feedback and design services. Through this strategy, we can work more collaboratively in our communication and engagement by sharing information, skills and best practice. Shropshire's health and care services are committed to the provision of a responsive local health and social care system that reflects the population we serve.

All organisations linked to this strategy are committed to seamless and effective communications and engagement for everyone who uses health and social care services in Shropshire. This strategy focuses on building upon good practice principles and values highlighted in the Shropshire Compact¹ and the joint streams of work across the health and social care system of Shropshire. Individual health and social care organisations across the county will have their own communication and engagement strategies and plans that feed into and support this overarching strategy.

Purpose

The purpose of this strategy is to create transparency, consistency, to join up working and to avoid duplication in communications and engagement work. It intends to support the Health and Wellbeing Board in the delivery of its strategy.

This agreement will increase knowledge and understanding of health and care across Shropshire, helping the people of Shropshire to be better informed and involved in decisions around their care and, as a result, have better access to services. This will help health and social care organisations to achieve their individual priorities and aspirations around health and wellbeing.

Health and social care partners want to ensure that, where possible, communication and engagement is co-produced across the health and social care economy alongside other partners and the people of Shropshire. This includes creating as many opportunities as possible for Shropshire people to be involved in the conversation and in making decisions about health and care.

All partners aim to make most effective use of all networks across health and social care systems.

Principles

All organisations signed up to this strategy are committed to the following principles and will:

- Adopt good practice and operate in a transparent, targeted, objective and timely fashion with the spirit of openness and candour
- Work together and across partnerships; sharing information and making use of skills across networks
- Ensure accessibility and equality needs are respected and accommodated at all times; this includes children and young people, vulnerable people and those with protected characteristics

¹ For more information on The Compact in Shropshire, please see: vcvoice.org/the-compact/

- Take an approach that fosters continuous engagement and reflects two way dialogue with our local people
- Facilitate positive relationships with our employees and empower staff to be communications and engagement ambassadors
- Support health and care providers achieve priorities through good communication and engagement
- Provide the public with simple and clear information to enable better access to the right service

Information sharing

All of the organisations that have signed up to this strategy agree to share findings and information learned from engagement and communications activities, such as consultations and wider communications campaigns, in order to improve the experience that local people have of health and social care services. This will also reduce the risk of duplication of work and ensure that active conversations with communities are shared across the health and social care system. This strategy is not about sharing personal information or commercial in confidence data.

Platforms such as the Joint Strategic Needs Assessment (JSNA) will be utilised in the sharing of information common across the health and social care landscape in Shropshire.

Approaches

We will use the most relevant and targeted methods to ensure that we communicate and engage effectively with the people of Shropshire. We will use a combination of tools such as demographic profiling, grass roots knowledge and experience, and engagement with stakeholders to ascertain how best to communicate and engage with relevant individuals, groups and communities.

A combination of approaches will be deployed to ensure that every contact with the people of Shropshire counts. When devising specific communications and engagement plans we will incorporate all channels that are deemed most effective to target people. Our communications and engagement will be outcome-focussed and there is an efficient feedback loop to demonstrate that we are listening and acting upon feedback.

We will use a range of channels, for example; websites, newsletters, press releases, social media, surveys, face-to-face events, focus groups, community conversations and staff as advocates. Also by using our networks to strengthen the channels that we use and ensure that the mechanisms utilised reflect the best method of communication and engagement for that group.

We consider there is an importance in capturing the views and experiences of the people of Shropshire, and this detail will inform the update of the JSNA and be used in the development of services. By using a targeted, relevant and outcome-focussed approach we will aim to achieve good communications and engagement with Shropshire people, establishing a two-way dialogue that, by definition, develops a network of trusted communicators.

Outcomes

1. Local residents feel that they are well-informed about health and social care services across Shropshire and feel confident in knowing how to access them
2. Partners are working collaboratively to communicate and engage effectively with each other and with the public
3. Local residents feel that they are able to have their say and to influence key decisions about health and social care services

Feedback loop and making a difference

For all activities there will be a feedback mechanism to share the messages that have been generated as a result of any communications and engagement. We are committed to sharing any outcomes where there are changes as a result of engagement and communications. We understand that good communications and engagement is a cyclical process and we believe that this will underpin achieving a healthy Shropshire.

This strategy will be reviewed in the first 6 months, and will be reviewed annually thereafter.

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Health and Wellbeing Communication and Engagement Action Plan

Health & wellbeing in Shropshire



PRIORITY	ACTION	Further detail	WHO?	DATE	Measurement and Milestones
Outcome 1: Local residents feel that they are well-informed about health and social care services across Shropshire and feel confident in knowing how to access them					
1	Supporting access through information, advice and guidance	Engaging the population and delivering information to ensure that the public are aware where they can go for services, etc. For example, disseminating information about urgent care services (appropriate use, locations, opening times) and communicating the message around any changes to services. Development of the Shropshire Together website will support this; communicating the work and available services from across the health economy.	All Communication and Engagement leads	Continuous	
2	Raise profile of the Health and Wellbeing Board	Through the operational tools detailed below and including the Shropshire Together website as a platform. A Health and Wellbeing Conference in Autumn 2015 will focus upon health inequalities. The outcomes of the event will be used to inform planning for the Health and Wellbeing Board (HWBB).	Communication and Engagement leads from: Shropshire Council/IP&E, Healthwatch, CCG, CSU, VCSA, Shropshire Together	Continuous Autumn 2015	
Outcome 2: Partners are working collaboratively to communicate and engage effectively with each other and with the public					
3	Development of mechanisms to support joint working through:	A. Development of an operational group to make recommendations to the HWBB. Clear project management approach for carrying out the work from the HWBB and local campaigns. Networking and working together. Developing protocols for deciding	A. Communication and Engagement leads from: Shropshire Council/IP&E,	May/June 2015 onwards	

	<p>A. Strategic decision making</p> <p>B. Operational tools</p> <p>C. Sharing information</p>	<p>upon and delivering campaigns. This will include supporting the communication and engagement of key programmes such as NHS Future Fit and Better Care Fund.</p> <p>B. Tools such as; a shared social marketing and communications resource platform, single consultation portal, news story feed through to the HWBB website, local network for working together (communication and engagement leads), agreed media protocol (including across social media), shared photo library, a regular health column in newspapers, shared evaluation tools to monitor effectiveness of communication and engagement.</p> <p>C. Individual organisations sharing information about individual campaigns, events or updates via an effective forum or platform.</p> <p>These actions will lead to joint working and promotion of health and wellbeing across the health economy through initiatives such as a shared health and wellbeing stand at the Shrewsbury Flower Show (Aug 2015) and early development of the media campaign highlighting access to urgent care in Shropshire. This also includes development of the Shropshire Together website with input from across the Shropshire health economy.</p>	<p>Healthwatch, CCG, CSU, VCSA, Shropshire Together</p> <p>B. Shropshire Council/IP&E, Healthwatch, CCG, CSU, VCSA, Shropshire Together, providers incl. SSSFT, SPIC, Shrop Comm, SaTH, RJAH, etc.</p> <p>C. ALL</p>		
Outcome 3: Local residents feel that they are able to have their say and to influence key decisions about health and social care services					
4	Develop tools for evaluation	To generate an understanding of the most effective methods of communication and engagement and to ensure that we achieve the outcomes we set.	Operational Group (see 3A)	June 2015	

5	Determine the best way to engage those who are not routinely engaged	Linking with the locality Joint Strategic Needs Assessment to understand better the population, making a targeted approach to ensure inclusion and consideration is given. This includes considering how best to engage with children and young people, vulnerable persons and those with protected characteristics.	Operational Group (see 3A)	Continuous	
6	Investigate ‘twinning’ with another Local Authority	To learn from each other’s successes and difficulties with communications and engagement.	Operational Group (see 3A)		

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