

Agenda Item 7

DERBYSHIRE HEALTH AND WELLBEING BOARD

12 May 2016

Report of the Strategic Director Adult Care and Public Health

**HEALTH AND WELLBEING BOARD COMMUNICATIONS AND
ENGAGEMENT STRATEGY**

1. Purpose of the report

To approve the Health and Wellbeing Board Communications and Engagement Strategy 2016-17.

2. Information and Analysis

The Local Government Association Peer Review recognised the need for the HWB to develop a communications and engagement strategy to allow it to develop a collective approach to this area of work. A coordinated pro-active communications and engagement approach will enable the HWB to enhance its role and profile in local communities, make the best use of collective resources to inform service re-design and demonstrate what the Board is achieving, despite challenging circumstances.

Developing a communications and engagement strategy was also outlined in the Health and Wellbeing Strategy as a key action, to support the Board's further development and to enable it to gain a greater insight about the health needs of the population and co-produce services.

The communications and engagement strategy has been developed and finalised following the approval of the Health and Wellbeing Strategy so that both the vision and four priorities outlined in the main strategy can provide the basis of a narrative to be used for both communications and engagement activity moving forward. The strategy is attached as appendix 1.

The document outlines the key principles for communications and engagement, and provides a base from which to develop further work. Attached to the strategy is an annual action plan, which details initial work to be undertaken and suggested lead organisations or groups. It is proposed that the action plan is refreshed annually.

RECOMMENDATION

The Health and Wellbeing Board is asked to:

- Approve the Health and Wellbeing Board Communications and Engagement Strategy.

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Derbyshire County Council

Appendix 1 – Health and Wellbeing Board Communications and Engagement Strategy

COMMUNICATIONS AND ENGAGEMENT STRATEGY

for the Derbyshire Health and Wellbeing
Board 2016-17

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Introduction

This document outlines the strategic communications and engagement approach for the Derbyshire Health and Wellbeing Board (HWB).

Health and Wellbeing Board member organisations already regularly engage with, and involve service users, patients, individuals and communities. However, following the Local Government Association Peer Review undertaken in the autumn of 2014 it was recognised that there is an opportunity for the Board to further develop a collective approach to engagement and communications to:

- Enhance the role and profile of the Health and Wellbeing Board in local communities
- Make the best use of collective resources to inform service re-design through shared activities and intelligence gained from engagement activity
- Develop a joint communications approach, which is proactive and positive, utilising the right language to show what the Health and Wellbeing Board can achieve despite challenging circumstances

The Peer Review recognised the ongoing contribution of Healthwatch and the voluntary sector to engagement activity, acknowledging that this provides a good platform from which to work in Derbyshire. Since the Peer Review some progress has already been made, for example through the 21c Joined Up Care programme early engagement events took place in local communities in spring 2015; the work of the NHS Vanguard in Erewash is working with local residents to shape service design; and the Thriving Communities project, led by the County Council has been further rolled out.

In addition it was suggested that both the vision and priorities contained within the refreshed Health and Wellbeing Strategy should be utilised (see below), alongside the joint vision for health and social care (see page 12), to provide a clear collective narrative for engagement and communication activity.

Health and Wellbeing Strategy 2015-17

Vision: “To reduce health inequalities and improve health and wellbeing across all stages of life by working in partnership with our communities.”

Priorities

Keep people healthy and independent in their own home

Build social capital

Create healthy communities

Support the emotional health and wellbeing of children

Key stakeholders and approach

The Health and Wellbeing Board has a number of key stakeholders with which it needs to continue to effectively engage and communicate with to support the priorities outlined in the Health and Wellbeing Strategy, In addition, the Board also needs to listen to these groups to help shape the future work. Key stakeholders include:

- Health and Wellbeing Board members
- Local residents
- Healthwatch Derbyshire
- Voluntary sector organisations
- Clinicians and healthcare professionals
- County, district and parish councillors
- Health Scrutiny Committee
- NHS provider organisations
- CCG Governing Bodies
- Staff members of partner organisations, especially those at forefront of service delivery
- Service users and their families
- GPs
- Carers and young carers
- Community groups
- Black and Minority Ethnic community representatives
- Children and young people
- Schools and colleges
- Pre-school provision
- Youth Council
- Police Authority
- Fire Authority
- Local safeguarding boards
- Local businesses
- National government and local MPs
- Neighbouring authorities and Health and Wellbeing Boards, particularly Derby City.

This strategy considers how the Health and Wellbeing Board can most effectively engage and communicate with these stakeholders to achieve the following:

- To keep stakeholders informed on a regular basis about the work of the Health and Wellbeing Board;
- To engage regularly with key stakeholders to understand concerns and issues;
- Wherever possible, use existing mechanisms for engagement and communication;
- And, to demonstrate how the Board makes use of the information received collectively and as individual organisations through engagement activity.

In order to ensure the approach is clear, the document is split into three distinct sections:

1. Engaging with our communities.
2. Communicating key messages.
3. Delivery Plan 2016-2017.

Sections one and two provide a broad overview of the strategic approach and section three details the specific actions to be delivered throughout 2016/17 to enhance communications and engagement activity.

1: Engaging with our communities

Engaging with our communities is an essential element of the work undertaken by the Health and Wellbeing Board. Therefore, utilising a range of approaches to maximise the involvement of communities to improve health and wellbeing and reduce health inequalities is important. We want to ensure that appropriate structures and arrangements are in place to ensure the effective engagement and influence of stakeholders through joined up activity which demonstrates value for money and utilises existing resources wherever possible and this will be developed over the next year.

Engagement activity led by HWB member organisations can occur throughout the planning, design, development, delivery and evaluation of initiatives and a range of best practices standards have been published by NICE and the LGA, which are reflected in work across Derbyshire.

An initial mapping exercise has been undertaken to understand how each Health and Wellbeing Board member organisation currently engages with individuals and communities about health and social care issues. This exercise demonstrated the breadth of activity which currently takes place at an organisational level, reflecting the various elements of the established 'ladder of participation':

- **Informing:** Provide community and individuals with balanced and objective information to assist and understand problems, alternatives, opportunities and solutions. e.g. health promotion, campaigns, promotional material, leaflets, posters awareness raising.
- **Consulting:** Obtaining community and individual feedback on analysis, alternatives or decisions, such as focus groups social marketing interviews feedback evaluations and questionnaires.
- **Involving:** Working directly with community and patients to ensure that concerns and aspirations are consistently understood and considered
- **Collaborating:** Working in partnership with communities and patients co-designing outcomes and solutions such as peer researchers and help to design the project events, public involvement in commissioning.

In addition, the mapping exercise and research identified a number of specific groups which need to be utilised moving forward to allow for better co-ordinated engagement activity across the health and social care sector to prevent duplication. These are:

Healthwatch

Healthwatch Derbyshire works to ensure the voices of people who use services are listened and responded to. In Derbyshire, the Health and Wellbeing Board has a positive and established working relationship with Healthwatch who provide quarterly intelligence reports and share research reports on user experiences of a range of health and social care services. Recommendations and suggestions within reports are acknowledged and responded to by Health and Wellbeing Board member organisations. It is important to ensure that these processes remain embedded within the system and learning continues to be shared on an ongoing basis.

The Joint Strategic Needs Assessment (JSNA) Board

The JSNA currently primarily utilises quantitative data on prevalence, trends and patterning to understand the needs of the population, but utilising qualitative data can provide reasons as to why this might be happening and how we can effectively work with people and communities to affect change. Capturing views, perceptions and experiences of patients and the wider public in relation to health and social care is and something which needs to be explored further and built into health needs assessments and the JSNA where appropriate.

Derbyshire Community Engagement Group (DCEG)

This group brings together public sector organisations in Derbyshire that have a role in engaging with the public. DCEG supports the continuous improvement of public services through effective engagement with users and potential users of services. This is a key forum which the Health and Wellbeing Board needs to utilise more effectively to co-ordinate work on common agendas, share the results and outcomes of engagement activity to inform decision making, problem solve and implement best practice.

Patient Participation Groups

These voluntary groups are run by patients for the benefit of patients to improve local health practices in cooperation with GPs. Understanding key themes from these local groups would enable the Health and Wellbeing Board to gain a broader understanding of common issues in relation to primary care, so issues can be addressed strategically.

Voluntary and community sector forums and representatives(VCS)

Voluntary sector groups and organisations are well placed to gather detailed insights and feedback from health and social care service users through both informal engagement with clients, but also more formally through VCS Health and Social Care Forums. The Board regularly receives input and feedback from the two VCS representatives who are members of the Board and they also participate on specific project groups. These representatives provide an important link to groups such as 3D and the broader voluntary sector.

NHS Foundation Trusts Council of Governors

Foundation Trusts are independent public benefit organisations and are 'owned' by the communities they serve. Local people and hospital staff directly elect representatives to serve on to the Council of Governors, which hold the Board of Directors to account. Understanding key themes from these local groups would enable the Health and Wellbeing Board to gain a broader understanding of common issues, so issues can be addressed strategically.

Derbyshire County Council also host a range of forums, such as the **Over 50s Forum**, the **Black and Minority Ethnic (BME) Forum** and **Youth Council** which co-ordinate engagement with particular demographic groups to inform local decision making and policy development. The Health and Wellbeing Board needs to ensure that they utilise these forums as appropriate to inform work and consider feedback.

The Health and Wellbeing Board also recognises the increasing important of engagement through **online platforms**, such as Facebook, Twitter and sector specific tools such as NHS Citizen and Big White Wall which allow individuals to share views and opinions. Utilising these digital tools across the health and social care sector will develop new opportunities for engagement, increase connectivity, develop networks and significantly contribute to the Health and Wellbeing Boards ambition to build social capital.

2: Communicating key messages

The Health and Wellbeing Board has been established for three years and is developing and raising its profile. Initial key communications objectives will be to:

- Ensure all professionals and community members fully understand the role of the Health and Wellbeing Board, as awareness of the Boards functions is still limited.
- Strengthen awareness of the Board and its work through updates on key pieces of work and positive outcomes of projects sponsored by the Board in a timely manner.

All Health and Wellbeing Board partners should be committed to supporting and reflecting the following key messages contained with the Health and Wellbeing Strategy and sharing these both with a range of audiences including, members of staff within their organisation, with patients or service users and with the communities they serve. Key messages should reflect the joint vision for health and social care, including:

- All services will be person centred and delivered in an integrated manner.
- Approaches to care will be provided flexibly taking into account all the circumstances around a person.
- People experiencing mental ill health will have both their physical and mental health needs met in a co-ordinated way.
- Individuals will benefit from community facing services.
- Services will be planned and delivered in partnership.
- Healthy lifestyles will be promoted.
- Core community services will be available seven days a week.
- Children and young people will be helped to reach their full potential.

These can be shared through a range of mechanisms including:

- | | |
|--|---|
| • Press release | • GP newsletters and posters |
| • HWB pages on DCC website | • Easy read format documents |
| • HWB member websites | • HWB members attendance at public events |
| • HWB member social media accounts | • Public meetings and forums |
| • HWB member intranet sites for staff specific information | • Voluntary sector forums |
| • Leaflets, posters and bespoke marketing campaigns | • Healthwatch events |
| • Public facing and staff newsletters | • Submissions to regional and national groups |

The most appropriate mix of communications methods need to be utilised, however it is important to recognise the increasing role of digital platforms as a way to facilitate communication with broad audiences, quickly, effectively and often in a way which breaks down barriers between the public sector and local communities. No matter what medium is selected, throughout all communications, the Board is committed to:

- Being open and honest, demonstrating integrity and public accountability.
- Making issues clear, simple and easily understood by writing in Plain English
- Ensuring communications meet the needs of the target audience.
- Providing consistent clear messages.
- Utilise positive language where it is appropriate to do so.

3: Delivery Plan

An annual delivery plan will be developed and approved by Health and Wellbeing Board Core Group to agree the actions to be completed over the forthcoming year to build and develop the Health and Wellbeing Board's approach to communication and engagement. Core Group will also agree key messages and timescales to support work over the year. The annual delivery plan will reflect current priorities and key pieces of work being developed by the Board. It is envisaged that all partners will contribute to communications and engagement activity, with lead agencies identified as appropriate.

Any additional pieces of work commissioned throughout the year by the Health and Wellbeing Board, in addition to those agreed by Core Group, will be logged in the delivery plan, as it is recognised that there may be circumstances in which urgent additional pieces of work need to be undertaken.

Outputs arising from the HWB communications and engagement strategy will supplement the 'Healthy and Safe' and 'Supporting Families' themes in Derbyshire County Council's corporate communications strategy which delivers countywide messages around public health preventative work, the wider determinants of health and ad hoc health messages, anti-poverty projects and adult care. The work of the HWB is included under the 'Healthy and Safe' theme.

A delivery plan for 2016 has been developed (see next page) and provides a foundation on which further more detailed activity can take place in 2017.

HWB Communications and Engagement Delivery Plan 2016-17

For ease of reference communications and engagement actions have been split and can be identified using the following symbols

E - Engagement activity **C** - Communications activity

| | Action | Timescales | Why do we need to do this? | Lead organisation or group |
|----------|--|-------------|---|----------------------------|
| E | Refresh membership of DCEG to include representatives from all Health and Wellbeing Board member organisations. | Summer 2016 | This will ensure that there is a full view of current engagement activity taking place across the health and social care sector, reflect recent organisational changes and make the best use of resources. | DCEG |
| E | Review information gathered through the initial mapping exercise and work with DCEG to identify any gaps and duplicated work and if necessary make recommendations to the Health and Wellbeing Board to further improve engagement activity. | Autumn 2016 | This will make the best use of the HWB collective resource, to join up engagement activity, maximise the use of existing insight and prevent local communities and residents from sharing information, stories and opinions more than once. | DCEG |
| E | Develop mechanisms to allow headline consultations, results and anonymised data to be shared between Health and Wellbeing Board partner organisations. | End of 2016 | This will make the best use of the HWB collective resource, to join up engagement activity, maximise the use of existing insight and prevent local communities and residents from sharing information, stories and opinions more than once. | DCEG |
| E | The JSNA Board will consider and make recommendations as to how qualitative data insight can be utilised and shared to inform decision making. | tbc | This reflects an action already identified within the Health and Wellbeing Strategy, but will also significantly contribute to actions within this document in terms of recognising the value of individual stories as valuable insights to inform decision making. | JSNA Board |
| E | Continue to work with Healthwatch and voluntary sector representatives to gain insight an understanding of views and feedback from across the health and social care sector to inform decision making. | Ongoing | Good links already exist between the HWB, Healthwatch and the voluntary sector, which need to be maintained and appropriately developed to support the ongoing work and priorities. | All HWB partners |
| E | Support the development of recommendations within the social capital report to develop the use of digital engagement tools and social networks to engage with local communities on health and social care matters. | tbc | This links to recommendations made within the social capital report, but will also develop existing engagement opportunities for HWB members. | All HWB partners |
| E | Commit to developing and utilising co-production throughout service re-design and policy development work co-ordinated by the Health and Wellbeing Board. | tbc | This links to recommendations made within the social capital report, but will also develop existing engagement opportunities for HWB members. | All HWB partners |

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|---|---|-------------|---|----------------------------------|
| C | HWB partners raise awareness amongst professionals about the role and function of the Health and Wellbeing Board through led internal communications activity. | Summer 2016 | This will ensure that all health and social care professionals are aware of the role, purpose and function of the Health and Wellbeing Board and how it is supporting key pieces of work across Derbyshire. | All HWB partners |
| C | HWB partners raise awareness with residents and local communities about the role and function of the Health and Wellbeing Board through external communications activity | End of 2016 | This will raise awareness of the role and function of the HWB by increasing awareness of when it meets, key agenda items, its membership and priorities. | All HWB partners |
| C | Develop virtual communication mechanisms amongst Health and Wellbeing Board member organisations to allow key messages to be shared as appropriate and also facilitate the co-ordination of responses for information from the media on shared issues or agendas. | Summer 2016 | Establishing a virtual group of key contacts of lead communication officers to allow updates and key messages from the HWB to be shared. This will enable positive stories to be shared and utilised as appropriate by HWB partners through internal and external communications to raise the profile of the Board. | DCC to establish virtual network |
| C | Improve Health and Wellbeing webpage content to raise awareness of the Board's role, function and membership and reflect current priorities and work of the Health and Wellbeing Board. | Ongoing | This will allow the role and profile of the Health and Wellbeing Board to be raised and demonstrate what the Board is achieving in challenging financial circumstances. | DCC |

A Derby and Derbyshire approach to all health and care service organisations working as one

All health and care service organisations in Derbyshire want to ensure people stay healthy and independent for as long as possible. We are committed to preventing ill-health and dependency, through self-help, community resilience and a range of inclusive universal services.

When people do want to access our specific health and care services, the way in which they wish to do so is changing. People want to receive support within their own homes for as long as possible, community services to be more accessible, staying overnight in hospital only when absolutely necessary. This is true across all health conditions and for all ages.

People want their health and care to be delivered flexibly and be available during evenings and the weekend.

We know this because the people of Derby City and Derbyshire have shared this with us. Our challenge is to make this happen, to meet the changing health and care needs and to provide more opportunities to help people take more control of their own care.

We have been working together to address the challenges we all face. We are confident that the best way to improve and develop services across Derby City and Derbyshire is to do it together, in a consistent and joined up way.

This approach is shared by us all, and reflects our commitment to work together to meet the needs and expectations of people living in Derby City and Derbyshire.

To do this, we are committed to:

- working with patients, carers, young people and families to enable them to take more control of their own health and care needs.
- working as one big team, across organisations and within communities, to achieve the best outcomes for the people of Derby City and Derbyshire. We will establish a set of shared values, and work together in a consistent and collaborative way.
- people telling their story once. Where possible and appropriate, we will share information and knowledge between us, reduce transfers between services, enhancing people's experience of our services.
- providing care at or close to home where possible. We will work together in an innovative way to develop new models of care, that best meet the needs of the people of Derby City and Derbyshire.
- delivering accessible local services which are of high quality and are able to demonstrate they provide taxpayers with value for money.

This is how we will improve health and care services for people in Derby City and Derbyshire. We are committed to working together to develop healthy, independent and resilient communities in which people can flourish.

**For further information about the
Derbyshire Health
and Wellbeing Board
log on to:
derbyshire.gov.uk/healthandwellbeingboard**