

**Agenda item 5**

**DERBYSHIRE HEALTH AND WELLBEING BOARD**

**16 March 2017**

**Report of Gary Thompson, Chief Officer Southern Derbyshire Clinical  
Commissioning Group**

**JOINED UP CARE DERBYSHIRE (NHS SUSTAINABILITY AND  
TRANSFORMATION PLAN)**

**COMMUNICATIONS AND ENGAGEMENT UPDATE**

**1. Purpose of the report**

The purpose of this report is to inform the Derbyshire Health and Wellbeing Board of the planned communications and engagement work set out for Joined Up Care Derbyshire (Sustainability & Transformation Plan).

**2. Information and analysis**

England's health and social care organisations were asked to come together to produce joint plans that set out how, in future, their partnerships will keep people healthy, give them the best quality care and run services well. These are called Sustainability & Transformation Plans (STPs) and there are 44 in the country.

Derbyshire's STP plan, 'Joined Up Care Derbyshire', was published in November 2016 and sets out the ambitious local plan, signed off by county NHS and council organisations, to accelerate the implementation of the Five Year Forward View.

**How does the STP set out to improve health and care services?**

Joined Up Care Derbyshire has five top priorities that partners have signed up to. These are the areas they've agreed to concentrate on to make a big difference to the way health and care services are provided. They will:

- Focus on place-based care: more services will look after people in their communities, so they get better, more targeted care and support.
- Have 20 'places' covering North and South Derbyshire, where teams are already starting to work differently to tailor services to communities and their needs.
- Prevent ill health and help people take good care of themselves: by intervening early when problems start and by giving people the right support to manage their illness, and improve their health and wellbeing.

- Address how urgent care works: transforming the way urgent care is provided to make sure everyone has access to the same high quality services when they need it.
- Make the health and care 'system' more efficient: to make sure there are continual improvements across commissioner and provider services that ensure value for money and lower running costs.
- Work together in a better way: with leadership and governance approaches that make sure people get the best possible care that's joined up, helpful and well-organised

### **An update on work from November to date on Joined Up Care Derbyshire**

Following the publication of Joined Up Care Derbyshire contract negotiations took place last year and all contracts between clinical commissioning groups and NHS providers were agreed and signed meeting the requirements of NHS England.

However, funds hoped to be released to invest in the new models of delivery proposed in Joined Up Care Derbyshire are now, unfortunately, committed elsewhere.

Work has taken place over the last few months to set out how the priorities will have to be re-phased accordingly, and chief officers from all eleven organisations signed up to Joined Up Care Derbyshire will be looking at what can be achieved this year and next.

### **What's next for public communication and engagement with the public?**

Following the publication of the plans in November 2016 all business cases and a brief summary of Joined Up Care Derbyshire was published as well, which can all be read here <http://intranet.southernderbyshireccg.nhs.uk/about-us/sustainability-transformation-plan-stp/>

Senior leaders from across the eleven partner organisations have met with local groups across the county to answer questions, and involve the public and their staff in discussions on the priorities.

Work has been taking place with Healthwatch Derbyshire and Derby and representatives from the voluntary sector, to agree an engagement approach for Joined Up Care Derbyshire. A plan has now been agreed which is referred to in the presentation and the full engagement plan is attached to this report.

Briefly the public engagement will involve:

- Ten public events across Derbyshire starting in mid-May

- Giving local people an opportunity to become Community Listeners in their area to help make sure and encourage as many people as possible from every part of the community a chance to get involved in shaping the future of health and care services.

### **Links to the Health and Wellbeing Strategy**

The Health and Wellbeing Strategy states that one of its principle values is that services will be planned and delivered in partnership. As acknowledged in the strategy, patients, service users and members of the public are a key part of this partnership and their views and experiences need to be taken into account in the design and delivery of services, and in responding to local healthcare challenges. This is particularly important in light of the changes that will take place over the next five years as a result of the five year forward view, which will be taken forward by the development of the Sustainability and Transformation Plan.

### **RECOMMENDATIONS**

The Health and Wellbeing Board is asked to:

1. Note the approach and timeline set out for the communications and engagement work.
2. Agree to share the report with colleagues within their organisation and other key stakeholders.

**Gary Thompson**  
**SRO of Joined Up Care Derbyshire**  
**NHS Southern Derbyshire Clinical Commissioning Group**

## Appendix 1: Joined Up Care Derbyshire

### Engagement Plan

The table below sets out the actions required during the 12 weeks before the ten engagement events launch on May 15<sup>th</sup>. Prior to the engagement events we will use other channels to give updates where applicable on Joined Up Care Derbyshire and offer groups across the county the opportunity for us to come and discuss becoming a Community Ambassador for their community.

### Launch of Engagement Events

**Launch minus 11 (w/c Feb 27<sup>th</sup>)**

Action	Detail	Suggested resource	Resource required
Presentation on engagement approach for HWB Derbyshire – to be shared more widely	A simple presentation setting out the engagement approach which can be used by all partner organisations as well and shared on our website etc Share with all communication leads and Healthwatch and voluntary sector for views.	JG - comms and Healthwatch and Voluntary Sector to team to give their views	Content to be agreed by GT
Meet with Healthwatch and the Voluntary Sector	Discuss the final engagement plan and presentation. Share the timeline and impact of PURDAH. Confirm and agree roles in delivering promoting the events and recruiting Community Ambassadors. Are they all happy with the role of the community ambassador – see role description.	JG CH LS	Agreement by all to the approach and actions.
Communication Leads	Following the previous fortnightly call. Share the final engagement plan and presentation for comment.	JG and all comms leads	All comms leads to give final comments on deadlines.

	Are they all happy with the role of the community ambassador – see role description.		
ISC papers	Deadline for ISC papers – check to see if any updates have gone etc	JG	
Staff communications	Staff communications event led by Organisational and HR colleagues – to incorporate communications	Linda Garnett and Communications and engagement Lead	All comms leads as required
NHSE communications and engagement sessions	Once a quarter sessions – focus will be n engagement and staff communications	Communications and engagement Lead	
Update for all	An update on progress to date on STP	Media Manager	Sign off from GT
<b>Launch minus 10 (w/c March 6th)</b>			
Website	A basic website development plan costed and set out to request investment for Joined Up Care.	Web developer	Budget sign off from GT
Materials	Costing of a simple e-newsletter template, pop up banners, e-flyers, Agree what is needed – check with Healthwatch and Voluntary Sector re accessibility.	Communications Manager and administration assistant	Budget sign off from GT
Detailed plans for each Place gathered to create	Each of the ten engagement events will bring together some of the 20 places. We need to understand what Joined Up	Communications Lead and Media Manager	Place teams across Derbyshire

<b>key messages for each of the 20 Places</b>	<b>Care Derbyshire means to them so we can start to shape the messages for each place.</b>		
<b>Venues for each of 10 events</b>	<b>VS and Healthwatch to agree venues for sessions. Approve with Places teams if needed. Agree times. Cost</b>	<b>Engagement Manager</b>	
<b>Q&amp;A prepared on the engagement approach</b>	<b>There may be criticism that the events will not take place until May. PURDAH and the reasoning behind it needs to be set out.</b>	<b>Media Manager</b>	<b>Input from chiefs</b>
<b>Community Ambassador role</b>	<b>All feedback on their role from Healthwatch, communications, voluntary sector to make sure all are happy with the role</b>	<b>STP Communications Lead – all communication leads, Healthwatch, Voluntary sector</b>	<b>Final sign off from GT taken to chiefs</b>
<b>Media and Social Media Plan</b>	<b>Media and Social media plan to be developed to promote the events and fill the vacuum in March/April include:</b>  <b>Case studies – clinical examples demonstrating what we are already doing re STP (what have we got already we can use across the system) Ideally these need to be videos</b>  <b>Blogs and or Vlogs – key people to give us weekly blogs on their view on the STP. Four to be completed in advance. Either clinicians in the system or links with interest – eg Housing Association, Carers Association</b>	<b>Media Manager</b>	

<b>Agree media spokespeople for the duration of the event schedule</b>	<b>Check availability of clinicians and key leaders for the period during the event schedule</b>	<b>Media Manager</b>	<b>Support from communication leads.</b>
<b>Agree chairs for all meetings and format</b>	<b>All chairs for the 10 events to be agreed</b>	<b>Engagement Manger</b>	
<b>Agree all venues</b>	<b>All venues for all 10 events confirmed – date and times.</b>	<b>Administrative Assistant</b>	<b>Budget to be agreed where needed.</b>
<b>MP meetings</b>	<b>Share the plan and explain PURDAH re events</b>	<b>Chiefs and chairs</b>	<b>Briefing – Media Manager</b>
<b>Set up database to collate potential community ambassadors</b>	<b>Database to be set up to collate people's details who are keen to get involved with the STP</b>	<b>Administrative Assistant</b>	
<b>Key messages and narrative</b>	<b>View what is already being used. Any final additions from the national approach to be included and adapted. Full narrative and key messages confirmed.</b>	<b>Communications Lead and Media Manager</b>	<b>All communications teams to review. GT to sign off</b>
<b>Communication Leads meeting</b>	<b>Face-to-face session bringing together all communication leads to get an update on STP activity and discuss plans for upcoming work which will be public facing to ensure we are joined up.</b>	<b>Communications Lead</b>	<b>All communications lead</b>

**Launch minus 9 (w/c March 13<sup>th</sup>)**

<b>County HWB</b>	<b>Presentation delivered to the HWB on the engagement plan. Any questions will need to be addressed following the session.</b>	<b>GT/Chiefs</b>	<b>Head of Comms to attend to understand any queries and questions</b>
<b>City HWB</b>	<b>Send overview and presentation on Engagement process.</b>	<b>JG</b>	
<b>Engagement plan shared formally at chiefs</b>	<b>Any final comments to be given (community ambassador role to be understood as this will be mirrored in the staff communications approach as well)</b>	<b>GT</b>	
<b>Publish engagement presentation and share widely</b>	<b>Covering article to go with the engagement presentation to all partners and stakeholders. Promotion of events starting in May begins and that the communications and engagement teams and Healthwatch are keen to come out and speak to your groups.</b>	<b>Media Manager</b>	<b>Healthwatch to have agreed as well as communications and engagement teams across the patch.</b>
<b>Materials</b>	<b>Budget approved and design process started. Pop ups completed first in time for the stakeholder event on March 28<sup>th</sup></b>	<b>Media Manager and Administrative Assistant</b>	<b>GT</b>
<b>Community Ambassador role plan</b>	<b>The engagement with the community ambassador needs to be agreed. How often will they be updated, how will they be updated, who will hold the database, will each place be responsible for updating them and getting them involved.</b>	<b>Engagement Manager</b>	<b>Healthwatch and VS</b>



<b>MP Briefing planning</b>	<b>Arrange and agree dates for update meetings with all MPS in preparation for the events. Agree which leaders and meeting and when with who.</b>	<b>Engagement Manager</b>	<b>All communication leads and Leaders</b>
<b>Launch minus 8 (w/c March 20<sup>th</sup>)</b>			
<b>Community Ambassador role plan</b>	<b>Plan and approach produced and shared for comment with communication leads. Where support needed to delivered this – needs to be shared so can be agreed,</b>	<b>Engagement Managers</b>	<b>Communication leads and VS partners. NHSE and Healthwatch regional team.</b>
<b>Media and Social Media Plan</b>	<b>Agreed  Case studies and Blogs/Vlogs set up.</b>	<b>Media Manager and communications team</b>	
<b>MP Briefing papers</b>	<b>Work on compiling the briefing for MPs meetings to be planned and started</b>	<b>Media Manager</b>	
<b>Communication leads call</b>	<b>Call with all communication leads to track progress against actions</b>	<b>Communications Lead</b>	<b>All communications leads</b>
<b>Launch minus 7 (w/c March 27<sup>th</sup>)</b>			
<b>City HWB</b>	<b>Presentation on Engagement approach sent – check to see if they need anything else from us.</b>	<b>Paul Wood attending</b>	<b>Paul Wood attending</b>
<b>Materials</b>	<b>All e-flyers shared with all partners and Healthwatch and Voluntary sector</b>	<b>Media Manager and Administrative Assistant</b>	

<b>Community Ambassador role plan</b>	<b>All comments received and plan amended as required.</b>	<b>Engagement Managers</b>	<b>GT and Place leads.</b>
<b>NHSE Media Training – STP leads</b>	<b>Gary Thompson, Paul Wood and Rick Meredith all to receive media training. Other opportunities may be available for others.</b>	<b>Media Manager</b>	
<b>Launch minus 6 (w/c April 3<sup>rd</sup>)</b>			
<b>Newsletter</b>	<b>Newsletter to be written including engagement update on becoming a community ambassador.</b>	<b>Media Manager</b>	<b>Sign off GT</b>
<b>Communication leads call</b>	<b>Call with all communication leads to track progress against actions</b>	<b>Communications Lead</b>	<b>All communications leads</b>
<b>Launch minus 5 (w/c April 10<sup>th</sup>)</b>			
<b>Newsletter - Community Ambassadors edition</b>	<b>Share the engagement update on the opportunity to become a community ambassador with all partners including Healthwatch and Voluntary sector.</b>	<b>Administrative Assistant</b>	
<b>Agree content for display materials for events</b>	<b>TBC</b>	<b>STP Communications Lead</b>	<b>Content agreed any budget signed off.</b>
<b>Online collateral for all websites</b>	<b>Web buttons etc for links to website</b>	<b>Digital communications officer</b>	<b>Design needed – budget to be confirmed</b>

### Launch minus 4 (w/c April 17<sup>th</sup>)

Media and Social media plan – launched for four week lead in to first events	Launch first blog and or vlog for with a promotion event	Media Manager	
Twitter schedule for lead up and during events developed	Tweets agreed and set up to promote events – incorporating blogs, vlogs, case studies,	Media Manager and Digital communications officer	Communications teams, Healthwatch and Voluntary Teams
Communication leads call	Call with all communication leads to track progress against actions	Communications Lead	All communications leads

### Launch minus 3 (w/c April 24<sup>th</sup>)

Newsletter	Pull together information for the newsletter – launching the events	Media Manager and Administrative Assistant	Sign off from GT
Media Release	Promotion of the events taking place	Media Manager and Administrative Assistant	
Book Facebook ads	Facebook ads targeted at each Place area	Digital communications officer	

### Launch minus 2 (w/c May 1)

Start Twitter push	#NHSfuture – agree dates and deliver approach	Digital communications officer	Communications teams, healthwatch and all Voluntary
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			<b>sector partners</b>
<b>Communication leads call</b>	<b>Call with all communication leads to track progress against actions</b>	<b>Communications Lead</b>	<b>All communications leads</b>
<b>Launch (w/c May 15)</b>			
<b>Newsletter – launch edition</b>	<b>Focussing on where the events are etc and where to go for more details on becoming a community ambassador and general updates</b>		
<b>First public meeting to take place</b>	<b>First of ten meetings to take place</b>	<b>Engagement Lead,</b>	<b>Engagement leads and officers, communications leads from all organisations.</b>
<b>Media</b>	<b>Key media to be invited to the first meeting – dependent on where the first meeting is held. But will include Rod Sissons for BBC, as well as all those across the patch</b>	<b>Media Manager</b>	<b>All communication leads</b>
<b>Social media - Live tweets from the event</b>	<b>To be agreed – Live vlogs from the event. Pictures, questions coming up etc</b>	<b>Digital communications officer</b>	<b>All communication leads</b>
<b>Materials</b>	<b>Full suite of Joined Up Care information available on the website</b>	<b>Administrative Assistant</b>	<b>Shared with all partners and communication leads</b>



# Joined Up Care Derbyshire (Derbyshire's Sustainability and Transformation Plan) Communications and Engagement Plan



**Gary Thompson**

**Senior Responsible Officer for Joined Up Care  
Derbyshire and Chief Officer of NHS Southern  
Derbyshire Clinical Commissioning Group**



# Background: The Five Year Forward View

- The [NHS Five Year Forward View](#), published in October 2014, considers the progress made in improving health and care services in recent years and the challenges that we face leading up to 2020/21. These challenges include:
  - the **quality of care** that people receive can be variable
  - **preventable illness** is common
  - growing demands on the NHS mean that local health and care organisations are facing **financial pressure**
  - the **needs and expectations of the public are changing**. New treatments options are emerging, and we rightly expect **better care closer to home**.
- There is broad agreement that in order to create a better future for the NHS, all those with a stake in health and care must **make changes to how we live, to how we access care, and to how care is delivered**.
- This doesn't mean doing less for patients or reducing the quality of care provided. It means **more preventative care**, finding **new ways to meet people's needs**, and identifying ways to **do things more efficiently**.
- For the NHS to meet the needs of future patients in a sustainable way, we need to **close the gaps in health, finance and quality of care** between where we are now and where we need to be in 2020/21.



# The Five Year Forward View

**For the NHS to meet patients' needs better in future, we need to close all three gaps set out in the Forward View. To do this, every part of the NHS needs to understand:**

- local priorities and challenges related to the three gaps
- how these are likely to evolve over the next five years





# Delivering the Forward View locally: STPs

**The NHS Shared Planning Guidance (December 2015) asked every health and care system to come together to create its own ambitious local blueprint for accelerating implementation of the Forward View**

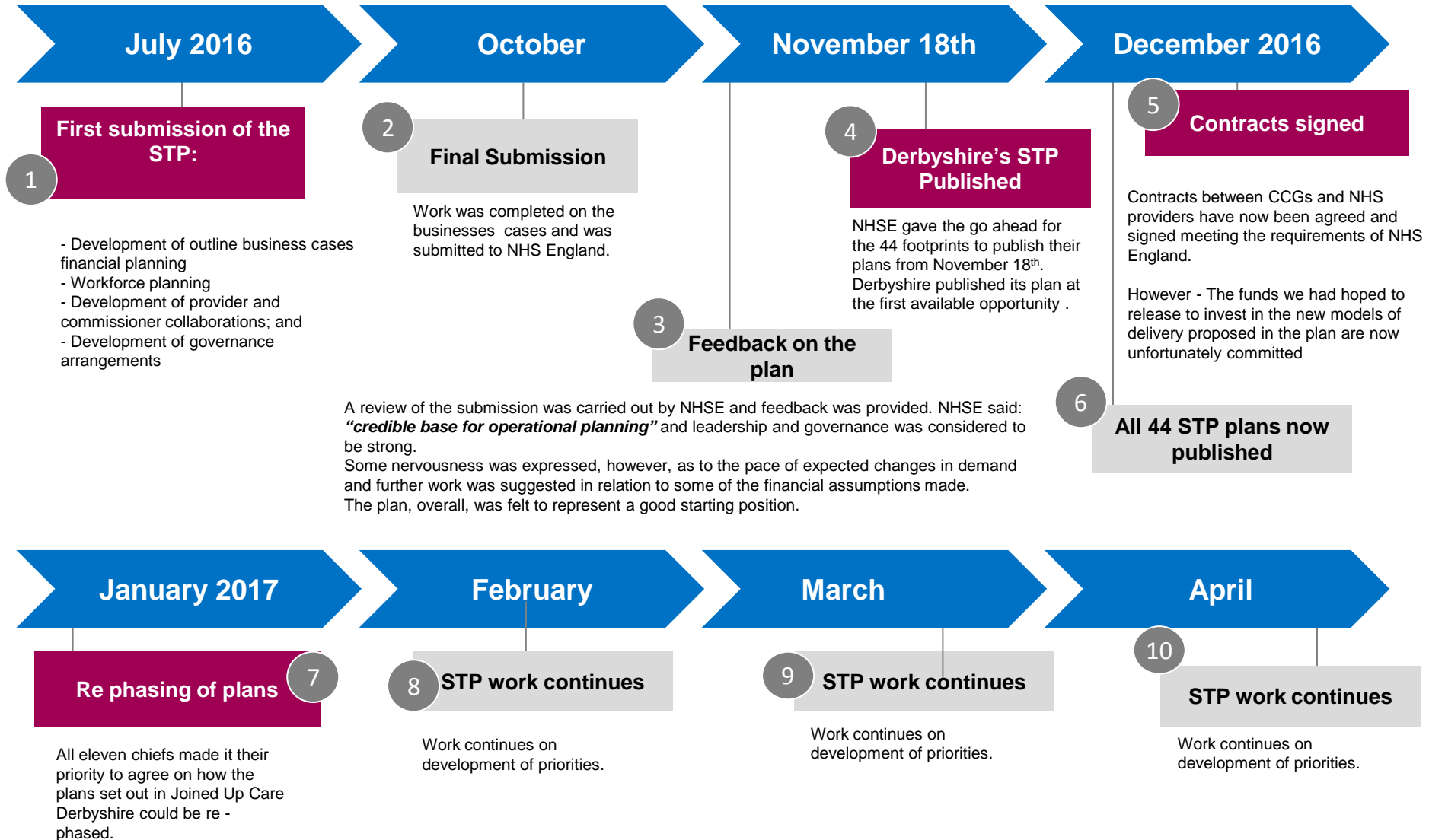
Sustainability and Transformation Plans (STPs) are place-based, multi-year plans built around the needs of local populations. All are now publicly available:

<https://www.england.nhs.uk/stps/view-stps/#mids>

STPs will:

- drive genuine and sustainable transformation in patient experience and health outcomes over the longer term;
- be delivered by local health and care systems or ‘footprints’: organisations working together to plan around the needs of whole areas, not just those of individual organisations;
- not be an end in themselves, but a means to build and strengthen local relationships, and to develop shared understanding of where every area is now, its ambitions by 2020/21 and concrete steps needed to meet these.

# The story so far



# The story so far - communications and engagement

- Following the publication of the Sustainability and Transformation Plan we proactively picked up coverage, which included BBC Radio Derby, East Midlands Today, Belper News and The Derbyshire Times.
- Available on the website –
  - The Full Document as published November 18th
  - Outline Business Cases
  - Live Financial Template Oct 16
  - An Overview of the full document
- Hard copies of the full document and the Overview documents are available in 20 libraries across the county and at Cardinal Square in Derby.
- Senior leaders from all eleven organisations have been attending local interest groups across the county over since the plan was published.
- Engagement work has taken place across the North of the county on 21C which involved public events and social media activity. Responses are now being analysed and recommendations being pulled together.
- Staff have been kept up-to-date across the system through communication channels

So far we have  
received 52 enquiries  
about the  
Sustainability and  
Transformation Plan

## So what's next locally – communications and engagement

- We are committed to understanding the profile and needs of our population, to ensure we offer everyone the opportunity to have a voice.
- We will continue to work with the voluntary sector and community groups to ensure that we use their experience and strengths to regularly engage/talk to as many people as possible in their communities (including people previously referred to as seldom hard).
- Always ensure that we feed back to individuals and groups who've contributed and/or provided us with comments, in a timely way.
- We are committed to with our NHS providers and County, City, Town and Parish Councils who have the same or similar objectives to: address gaps; reduce duplication; successfully implement integration; and build sustainable, high-quality services.
- To be absolutely sure that we are discharging our duty to engage and involve properly, we will ask Derbyshire and Derby City Councils to work closely with us on our ongoing engagement and involvement activities.

# So what's next locally – communications and engagement

- Working together with Healthwatch Derby and Healthwatch Derbyshire and the Voluntary Sector we have worked up a communications and engagement approach to start having conversations with people across the county about Joined Up Care Derbyshire.
- The next phase of the plan is to launch a series of events across the county and the city in mid-May. These will be held in partnership with Healthwatch and the voluntary organisations. The ten sessions will be held during May 2017 to avoid any clash with the Derbyshire County Council elections and will be promoted locally:



- We plan to hold the events in:

1. Erewash
2. City (event 1)
3. City (event 2)
4. South Derbyshire
5. South Dales/Ashbourne
6. North Dales
7. Amber Valley
8. High Peak and Buxton
9. Chesterfield
10. Hardwick

**The public events will focus on giving people a full overview of the Derbyshire STP journey so far and cover key themes including:**

- Tailoring services to people and their communities
- Helping people stay well and preventing physical and mental ill health
- Integrating care more efficiently and effectively

- We will work with all our partners to make use of the wide variety of channels and approaches to inform people that the events are taking place.

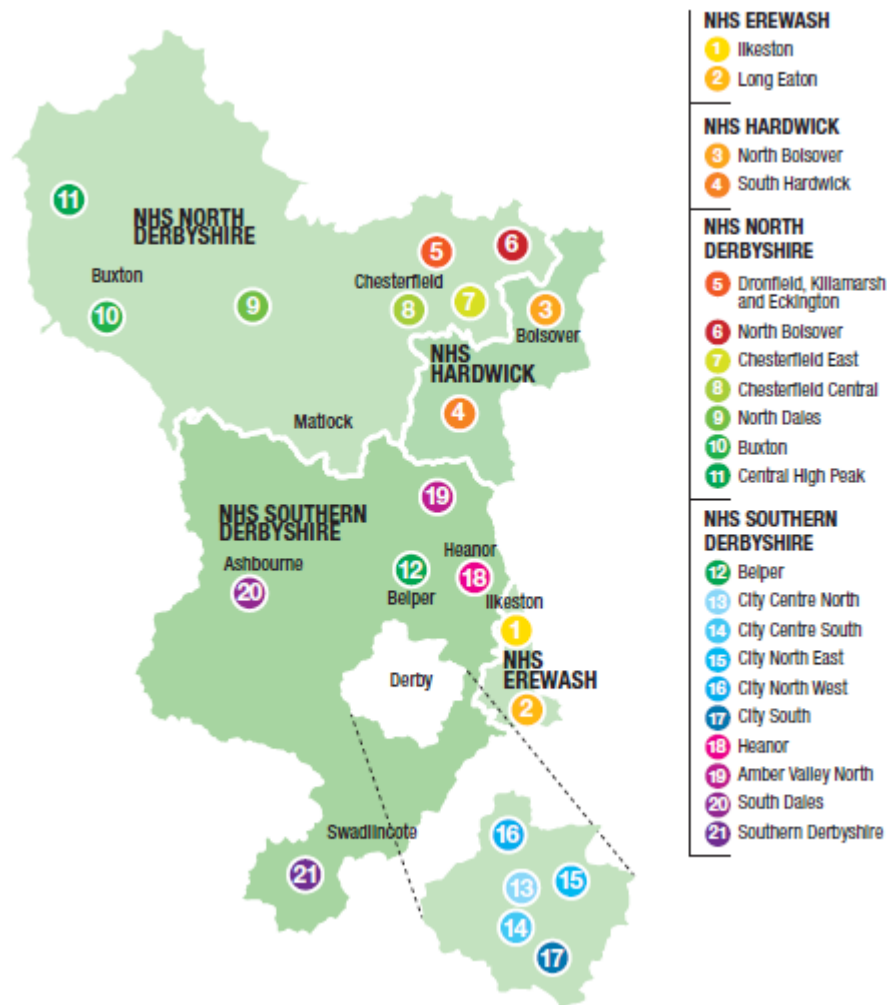
# Community Listeners

Across Derbyshire there are Place groups set up in each of the 20 places which bring together representatives from across the system including GPs, Mental Health, Social Care, Community Services, Voluntary Services and lay members.

These groups are currently being developed and are starting to understand the 21 places and what the health and social care needs are in their communities and what services and assets they have at present.

To support the work of the Place Groups we will need to involve and talk to people about their ideas and thoughts on health and social care for their communities.

To do this we will work with Healthwatch and the voluntary sector to actively encourage people living and working in the communities to sign up as **Community Listeners** and work with the Place Groups.



# Community Listeners

The **Community Listeners** will help us to involve a wider range of people in shaping the future of health and social care. They will assist the CCGs to make sure we are reaching and communicating with as many people as possible, giving them the opportunity to have their say in shaping services for the future.

To do this we will look at the demographic profile for each place to ensure that we involve people from every part of the community and also meet the Equality duties as outlined in the Equality Act 2010.

We will start to recruit people prior to the events in May, and at the events. We will then continue to have discussions with communities on a regular basis.

This approach will allow us to:

- Ensure that we have considered place segmentation/demographics and provide opportunities to engage with people from all walks of life to influence the shape of future services.
- Take the conversation to people; to places where people naturally congregate, rather than expecting communities to always travel to an NHS conference-style event.
- Mitigate the 'usual suspects' risk and ensure we can better reach into the heart of communities and obtain the real views of local people.
- Major on 'real' scenarios and services, not just 'principles' or visions.

# Communication and Engagement Plan and key actions

Deliverables	March	April	May	June
<b>Communication</b>	<p>Newsletter for public</p> <p>Blogs and vlogs</p> <p>Case studies developed</p> <p>Narrative agreed with all communication leads</p>	<p>Website launched</p> <p>Materials setting out Joined Up Care Derbyshire vision and programme areas ensuring it meets all criteria re: accessibility</p>	<p>Newsletter for the public Event Launch</p> <p>Use vlogs to push the message of events</p> <p>Evaluate theses coming from events and re visit key messages</p>	<p>Community Ambassadors – review and access next steps</p> <p>Short video produced editing all material from events .</p> <p>Evaluate all events – attendance, interaction, themes in each place etc</p>
Ongoing – social media, press release, twitter and Facebook using #futureNHS				
<b>Pre-Event Launch</b>	<p>Promotion that events are to take place and Community Listener (CL) role</p> <p>Offer of attendance at local meetings to promote the events in may and CL role.</p> <p>Review stakeholder map – look for gaps, anything</p>	<p>Ensure all eleven organisations can utilise core materials for their own events</p> <p>Spokespeople confirmed and all organisations are fully signed up to their roles and responsibilities.</p> <p>Agree agenda and detail for all events dependent on place.</p>	<p>Review approach of first events and amend for any further sessions.</p>	
<b>Events</b>	<p>Dates and venues to be confirmed</p>	<p>Promote events in each locality including the opportunity to find out more about becoming a Community Listener (CL)</p>	<p>Continue to promote events</p>	
<b>Materials</b>	<p>Agree budget for materials for example pop -p banners, e-flyers</p>	<p>Ensure all materials are designed and go to print</p>		