



Date: Thursday, 23 March 2017

Time: 9.30 am

Venue: Shrewsbury Room, Shirehall, Abbey Foregate, Shrewsbury, Shropshire,
SY2 6ND

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HEALTH AND WELLBEING BOARD

TO FOLLOW REPORT (S)

10 HWB COMMUNICATIONS AND ENGAGEMENT (Pages 1 - 16) A report WILL FOLLOW.

Contact: Val Cross, Health and Wellbeing Officer, Tel 01743 253994.

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Shropshire Clinical Commissioning Group



Health and Wellbeing Board 23rd March 2017

HEALTH AND WELLBEING BOARD COMMUNICATION AND ENGAGEMENT STRATEGY AND ACTION PLAN 2017-2018

Responsible Officer Val Cross, Health and Wellbeing Officer
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1. Summary

The Health and Wellbeing Board Communication and Engagement Strategy and Action Plan for the period 2017-2018 has been updated.

No major changes to the original document has been made, however the Action Plan is now more defined in terms of linking Communication and Engagement with the Sustainability and Transformation Plan (STP) and the Shropshire Neighbourhoods Programme.

2. Recommendations

That the Board approve the strategy, or approve with amendments.

REPORT

1.0 Introduction

- 1.1 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.

2.0 Strategy

- 2.1 The content of the Strategy, Action Plan and Terms of Reference was discussed at the Health and Wellbeing Board Communication and Engagement Group meeting in February 2017, and it was agreed that the existing documents needed updating.
- 2.2 A sub-group met to amend and add to the original Strategy, Action Plan and Terms of Reference.
- 2.3 These revised documents were circulated to the whole Communication and Engagement Group for comment. Apart from one amendment to the description that a service offers, these were accepted.

3.0 Action Plan

3.1 The Action Plan has been produced and is based on three outcomes:

- 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
- Local residents feel that they are able to have their say and to influence key decisions about health and social care services
- Partners are working collaboratively to communicate and engage effectively with each other and with the public

3.2 The Action Plan reflects the need for partners to develop consistent messages for the public, which will be easily understood and have meaning. For example; what the 'Healthy Lives' programme is.

3.2 A calendar of events to promote generic and targeted health campaigns to the population of Shropshire has been produced. These all link with the Sustainability and Transformation Plan (STP) and the Shropshire Neighbourhoods Programme.

4.0 Conclusion

4.1 Implementation of the new Strategy and Action Plan should contribute towards improving the health and wellbeing of Shropshire people by the whole system working together to; deliver consistent messages, people knowing points of access for health needs, and alleviating concerns around the STP.

3. Risk Assessment and Opportunities Appraisal

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

There are no known Human Rights, Environmental consequences, Community or Equality issues with this Strategy and Action Plan. Communication and Engagement is a core principle of the Health and Wellbeing Board

Risk Assessment has identified potential threats as;

1. *Losing engagement of key stakeholders.* This risk will be reduced by; communicating with partners regularly via email and through bi-monthly meetings.

4. Financial Implications

There are no financial implications with the implementation of this Strategy and Action Plan.

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)

Cllr. Lee Chapman Cllr. Karen Calder

Local Member

Appendices

App. A Health and Wellbeing Board Communication and Engagement Strategy 2017-18

App. B Health and Wellbeing Board Communication and Engagement Action Plan 2017-18

App. C Terms of Reference

Health & Wellbeing Board Communications and Engagement Strategy 2017-18

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

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

priorities and aspirations around health and wellbeing, and the public to have easily accessible information in order to improve health and reduce inequalities.

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
- 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) are fundamental to informing local health needs, and 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.

A Health & Wellbeing Communication & Engagement Action Plan will be developed to support the implementation of these approaches and principles.

Outcomes

- 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
- Local residents feel that they are able to have their say and to influence key decisions about health and social care services
- Partners are working collaboratively to communicate and engage effectively with each other and with the public

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.

Our Partners:

[Shropshire Clinical Commissioning Group \(CCG\)](#) the local NHS organisation responsible for commissioning local healthcare for the people of Shropshire. This includes commissioning services like acute and community planned hospital care, rehabilitation care, urgent and emergency care, community health services and mental health and learning disability services.

[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. Shropshire Council provides adult social care support to older people and those with disabilities.

[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. They are also the commissioned provider of sexual health services across Shropshire.

[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.

[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 is part of Shropshire Council's Public Health Department and 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.

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Health and Wellbeing Communication and Engagement Group Action Plan 2017-18



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. Partners work together to ensure web based and printed information is current and communicated through individual communication channels.	All Communication and Engagement leads	Ongoing	
Outcome 2: Partners are working collaboratively to communicate and engage effectively with each other and with the public					
2	Partners to develop consistent messages for the public, which will be easily understood and have meaning. For example; what the 'Healthy Lives' programme is. Consistent, straightforward health messages and campaigns for Shropshire people. Deliver consistent and regular communications to alleviate public concerns e.g. around Sustainability and Transformation Plans (STPs)	Agreed wording, and method of communicating to people. Programme of monthly themed health campaigns, based on the STP Neighbourhoods Programme; Partnership Prevention Programme: Healthy Lives. See calendar plan below Clear project management approach for carrying out the work from the HWBB and local campaigns. Networking and working together. Developing protocols for deciding upon and delivering campaigns. This will include supporting the communication and engagement of key programmes such as Sustainability and Transformation Plans (STPs, NHS	Communication and Engagement leads from: Shropshire Council/Healthwatch, CCG, CSU, VCSA, SaTH, Shropshire Together Communication and Engagement leads from: Shropshire Council/ Healthwatch, CCG, CSU, VCSA, SaTH, Shropshire Together		

		<p>Future Fit and the Better Care Fund. (BCF)</p> <p>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>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.</p>	<p>Communication and Engagement leads from: Shropshire Council/ Healthwatch, CCG, CSU, VCSA, SaTH, Shropshire Together</p> <p>Communication and Engagement leads from: Shropshire Council/ Healthwatch, CCG, CSU, VCSA, SaTH, Shropshire Together</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.			
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.			

Month	Programme stream	Activity	Date	Who
March	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Social prescribing, Mental Health, Carers Dementia, Falls Prevention, NHS Health check Future Planning, COPD and Respiratory Prevention	One You brisk walk app.	20 th March 2017	
April	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Social prescribing, Mental Health, Carers Dementia, Falls Prevention, NHS Health check Future Planning, COPD and Respiratory Prevention	World Health day	7 th April 2017	
May	Mental Health	Mental Health Awareness week www.mentalhealth.org.uk	8 th to 14 th May 2017	
June	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Carers, Dementia	Diabetes Week www.diabetes.org.uk Carers Week www.carersweek.org	12 th to 18 th June 2017 12 th to 18 th June 2017	
July	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Social prescribing, Mental Health, Carers Dementia, Falls Prevention, NHS Health check Future Planning, COPD and Respiratory Prevention	Health Information Week http://learning.wm.hee.nhs.uk/HIWeeks	w/c 3 rd July 2017	

August	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Social prescribing, Mental Health, Carers Dementia, Falls Prevention, NHS Health check Future Planning, COPD and Respiratory Prevention	Shrewsbury Flower Show?	11 th & 12 th August 2017	
Sept.	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Social prescribing, Mental Health, Carers Dementia, Falls Prevention, NHS Health check Future Planning, COPD and Respiratory Prevention	Stay Well This Winter	September 2017	
Oct.	Carers Dementia Falls Prevention Mental Health	Older Peoples' Day World Mental Health Day	1 st October 2017 10 th October	
Nov.	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention COPD and Respiratory Prevention Carers	World Diabetes Day COPD Awareness month Stay Well This Winter – Flu vaccinations	14 th November 2017	
Dec.	NHS Health check, Social prescribing, Mental Health	Dry January planning	January 2018	

**HEALTH & WELLBEING COMMUNICATION & ENGAGEMENT
OPERATIONAL GROUP
TERMS OF REFERENCE – MARCH 2017**

1. Purpose and Role

The purpose of this group is to support the Health & Wellbeing Board to deliver the Health & Wellbeing and Communication and Engagement Strategy. The group will:

- Develop a collective approach and commitment to working with the public to design services.
- Reduce duplication and increase consistency of messages; helping Shropshire people to be better involved in decisions about their health and care and have better access to services when they need them.
- Support health and care organisations to share information, skills and best practice to improve outcomes and reduce inequalities for Shropshire people.
- Work in partnership to communicate and involve stakeholders in the development of large-scale transformation programmes underway across the health and care economy. Communicate local and national campaigns in a collaborative manner.

Key actions include:

- Development of the Health & Wellbeing Communication and Engagement Action Plan to support the Communication and Engagement Strategy.
- Making recommendations to the HWBB on communication and branding.
- Work with national guidance and tools developed by the LGA, NHS England, Public Health England and other relevant organisations to promote the national health and wellbeing agendas in a way that is relevant for Shropshire people.
- Delivering transformational change communications, such as Sustainability and Transformation Plans (STP) and Neighbourhood Programme work.

2. Principles

The Health & Wellbeing Communication and Engagement Operational Group will work to the principles of the Health & Wellbeing Board, which drives a genuine collaborative approach to the commissioning of services to improve the health and wellbeing of local people; these are:

- The Health & Wellbeing Board will work primarily to improve the health and wellbeing of the citizens of Shropshire.

- The Health & Wellbeing Board will work collaboratively and consensually.
- The Health & Wellbeing Board will add value over and above our current arrangements to really tackle key priorities and delivery outcomes for our communities.
- Members of the Health & Wellbeing Board will have genuine levels of trust and an open and honest willingness to work collaboratively.
- The Health & Wellbeing Board will communicate, listen and engage with the communities they serve, actively seeking ways to enable stakeholders to influence the work of the Health & Wellbeing Board.
- Decisions will be based on evidence and data sharing will be the norm.
- The Health & Wellbeing Board will develop creative and constructive challenge to ensure that the Board is always working to maximise its potential as partners
- The Health & Wellbeing Board will be pro-active by developing collaborative working to deliver the HWB strategy, whilst maintaining appropriate flexibility to respond to issues as they arise.
- Responsibility and accountability - to our members, our staff and our public.
- The role and functioning of the Health & Wellbeing Board is evolving and will be subject to regular review.

3. Membership

Shropshire Council
Shropshire Clinical Commissioning Group (CCG)
Shropshire Community Health Trust (SCHAT)
Shrewsbury and Telford Hospitals Trust (SaTH)
The Robert Jones and Agnes Hunt Orthopaedic Hospital NHS Foundation Trust (RJAH)
Healthwatch Shropshire
South Staffordshire and Shropshire and Foundation Trust (SSSFT)
The Voluntary and Community Sector Assembly (VCSA)
West Midlands Ambulance Service (WMAS)
Shropshire Partners in Care (SPiC)
Midland and Lancashire Commissioning Support Unit (CSU)
NHS Future Fit
Shropshire Doctors Co-operative Ltd (ShropDoc)
Care and Quality Commission
Shropshire Local Pharmaceutical Committee (LPC)

Co-Chairs: Cllr Lee Chapman

4. Governance

The Health & Wellbeing Communication and Engagement Group will report to the Health and Wellbeing Delivery Group.

5. Meeting Arrangements

Notice of Meetings – Public Health will support the meetings through clerking and recording meetings.

Meeting Frequency – The group will meet quarterly, and any sub-groups as needed.

Substitutes – Group members are encouraged to send a substitute when they are not able to make a meeting.

Status – Meetings of the group will be closed to the public.

6. Review Process

The Terms of Reference will be reviewed bi-annually as needed and the group will meet as long as is needed to fulfil its purpose and role.

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