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| MEETING: | HEALTH AND WELLBEING BOARD |
| DATE: | 19 JUNE 2012 |
| TITLE OF REPORT: | HEALTH AND WELLBEING COMMUNICATIONS AND ENGAGEMENT STRATEGY AND PARTNERSHIP WORKING |

CLASSIFICATION: Open

Wards Affected

County-wide

Purpose

To update the Health and Wellbeing Board on the different strands of work currently underway intended to address key strategic and operation communications issues and to seek agreement for the recommendations, below.

Recommendations

THAT:

- (a) The Board note this report and to continue to support the implementation and development of the joint communications and engagement strategy, attached; and**
- (b) Specifically support the further local integration of communications and engagement working.**

Key Points Summary

- In November 2011, the Health and Wellbeing board, the CCG and NHS Herefordshire board agreed and endorsed the creation and implementation of a joint communications strategy which was designed to support the anticipated changes across the local the Health and Wellbeing economy which were the result of the NHS and Social Care act 2012.
- A number of key actions from the original action plan have been implemented. However, the strategy has been updated and to embed implementation further, there is a requirement to integrate communications and engagement working further.

Further information on the subject of this report is available from
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- The Health and Wellbeing board is key in ensuring that many of those changes are implemented, as well as having oversight of health and social care within Herefordshire. It is therefore important that the communication and engagement priorities of the board are developed and implemented in close coordination to those of other public sector organisations.

Alternative Options

There are no alternative options, given that the Board has identified communications and engagement as a one of its key issues in the Development Framework.

How will your report meet the vision and guiding principles of the HWBB?

1. The creation of joint teams/ partnership groups will support in particular:
 - a. **Principle 3:** *Herefordshire Health and Wellbeing Board and its partners will work together to provide a unified service for everyone, through consistently good quality shared care and managed networks. Services will be financially viable, safe and sustainable and affordable for everyone, making use of both public funds when required, and people's own funds if they are able to pay.*

By working together, joining up communication and engagement strategies and plans, there will be much greater scope to work together, providing value for money services as the recommended way forward will enable duplication to be minimised.

 - b. **Principle 6:** *The ladder of intervention framework provides a means of integrating lifestyle and enforcement action into a single strategy for improving health and wellbeing for the people of Herefordshire. This framework will be used by Herefordshire Health and Wellbeing Board and its partners to address health and wellbeing issues across all sectors.*

With a single strategy for improving health and wellbeing in the county, there will be a subsequent need for a single supporting strategy regarding communications and engagement for both signposting and intervention purposes.

Reasons for Recommendations

2. The recommendations have been made to support the principles above.

Introduction and Background

3. The attached strategy is being presented as an update to the Board and to seek the approval for further development of the principle of the joint engagement and communication activities.

Key Considerations

4. A joint communications and engagement strategy was initially developed in 2011 to help support the partners who form the new health and social care landscape.
5. The scope of the strategy aimed to support a seamless public-sector wide health and social care transition commissioning to the identification of key stakeholders who have a role or interest in the changes.
6. The strategy was designed to ensure that, regardless of who is commissioning or providing health and social care, messages are consistent and timely. This is particularly important in times of change which can be unsettling for both patients, the wider public, our partners and stakeholders.
7. The Health and Wellbeing Board were previously informed of key deliverables of the plan. Overall, work on the implementation of the plan continues to be on track.
8. However, the on-going development of the plan has been affected by the diverging organisational priorities and the lack of a locally shared focal point. This, combined with the added and developing requirements from the NHS reorganisation, has meant a dip in the momentum required to implement the action plan. However, the original plan was focused on establishing a baseline position and this has largely been achieved.
9. In order to push the development of a joint plan forward, and within the specific context of Herefordshire, an initial summary proposal was put to and accepted by the Herefordshire Health and Wellbeing board in May 2012.

This proposal (summarised on page 16 of the attached document) is to

Consolidate a shared strategy(ies) with the intention of facilitating closely coordinated communications and engagement activities within the local health and wellbeing economy – specifically to.

- a. *The Citizen Engagement forum (already established) which will provide coordination and oversight of consultation and engagement activities within partner organisations. The forums will also produce an annual plan of engagement activities which support the Health and Wellbeing strategy priorities.*
- b. *A communications (forum?). This is intended to be a more tactical function, which provides coordination of communication and marketing activities within partner organisations. This forum will also produce an annual plan designed to support Health and Wellbeing strategy priorities.*

Due to the extent of overlapping agenda's, activities and priorities the strategy will also propose the creation of permanent engagement and communications partnership

teams, to support the whole Health and Wellbeing economy within the county. This will fit in with the planned, on-going joint HPS communications and engagement service.

10. The broad justification for this approach is:
 - a. The co-terminosity of County Council, strategic providers and Clinical Commissioning Group boundaries.*
 - b. The small population within the county and the associated, emerging risk of engagement/ consultation fatigue amongst local communities.*
 - c. The existing integrated communications and engagement teams within HPS, who already use common systems and processes.*
 - d. Very small resources in other individual organisations to support communications and engagement.*
 - e. The need to demonstrate value for money, cut costs and improve efficiency for each organisation.*

11. Discussions are almost complete to extend the joint communication service provision and support other partner organisations, including key strategic partners. Once agreed, this will provide further economy of scale to communications and engagement activities and provide a more sustainable arrangement for each organisation.

Community Impact

12. Set out any considerations relating to community impact including relationship with community strategy, partnership considerations, community/user engagement, equalities considerations etc.

Financial Implications

13. None at present. However a further iteration of the plan is planned for autumn 2012 which will likely have a financial assessment within.

Legal Implications

14. None identified at present.

Risk Management

15. A lack of integration between communication and engagement activities which support the health and social care changes which are underway within Herefordshire may lead to unnecessary duplication of those activities and associated messages.

Consultees

16. Consultation is on-going, but key consultees to date include:

HPS steering group

Health and wellbeing board

HPSLT

Appendices

18. Appendix 1: Updated Herefordshire joint communications and engagement strategy.

Background Papers

None identified.