



PERTH AND KINROSS HEALTH AND SOCIAL CARE PARTNERSHIP

Integration Joint Board

4 NOVEMBER 2016

UPDATE REPORT ON PARTICIPATION & ENGAGEMENT AND COMMUNICATIONS STRATEGIES

Report by Chief Officer

PURPOSE OF THE REPORT

This report provides an update on progress in relation to the partnership's communications and engagement activity following the Integration Joint Board's approval of the Participation & Engagement and Communications Strategies. It seeks the agreement of the Board with regard to proposals for the partnership's visual identity outlined in Section 8.

1. BACKGROUND

- 1.1 Following the approval of the Communications and Participation & Engagement Strategies, the partnership has focused on developing a framework of support that will enable communications and engagement activity to be taken forward by those leading specific transformation projects or in localities.
- 1.2 We have needed to be clear about the partnership's business priorities, as derived from the Strategic Commissioning Plan, that will drive our communications and engagement activity. These priorities include:
 - building universal and targeted stakeholder awareness around our vision for integration, our progress, and opportunities for involvement.
 - identifying existing engagement mechanisms through specific care group strategies and connecting these with new mechanisms evolving through our Integration Joint Board Public Partners.
 - supporting specific Transformation Project engagement with relevant stakeholders.
 - supporting locality-led involvement, which will be shaped around the priorities and opportunities identified by locality teams and local communities.
- 1.3 Additional work-streams have overseen the development of performance and risk management frameworks in support of the strategies and have progressed actions to build staff capacity around communications and engagement.

2. UNIVERSAL AND TARGETED STAKEHOLDER AWARENESS

- 2.1 A partnership newsletter was produced in September and will be cascaded every 2 months to workforce and externally through stakeholder networks. The latest edition introduced our Integration Joint Board (IJB) Public Partners and included stories relating to: digital inclusion; Carers' participatory budgeting; and innovative developments which are seeing mobile libraries supporting the distribution of hearing aid batteries.
- 2.2 The Communications & Engagement Steering Group has recognised the need for more regular internal communication and has tasked communications leads with identifying solutions, such as a weekly briefing note, video-blog or email notification for staff.
- 2.3 IJB papers are now published online. IJB meeting briefings are produced for the third sector. Public Partners are currently exploring how best to do this with their constituent groups to enable access to IJB business in advance of and following meetings.
- 2.4 A series of press releases have been issued covering topics such as Suicide Prevention Week; Dog walking promoting mental health; Beechgrove House residential care home celebrating the Queen's 90th birthday; a conference on Self-Management organised by third sector organisations; Healthy Communities Collaborative raising awareness of skin health; and specialist phototherapy equipment installed in North West Perthshire and Strathearn Community Hospitals. The annual Wellbeing Fair in October engaged a large number of individuals, staff and third sector groups and was covered by STV news.
- 2.5 A 'Rough Guide to Integration' document is nearly complete and aims to support staff in having conversations about integration and assist public understanding.
- 2.6 Feedback from *Join the Conversation* is being used to help shape local communications. Once localities are more fully established, it is proposed that localities undertake activity to establish baseline levels of awareness of integration in their area. This approach aims to make benchmarking more insightful and meaningful to the locality and enable results to drive local action. The Communication Strategy's Action Plan will be updated accordingly.
- 2.7 The partnership was invited by the Scottish Government to take part in a short-life project with CEMVO (Council of Ethnic Minority Voluntary Sector Organisations) and the Third Sector Interface at PKAVS to develop models of collaborative working to help build an inclusive approach to involving minority ethnic communities within integration. The partnership has expressed an interest and initial scoping work is being progressed.

3. PUBLIC PARTNERS

- 3.1 Formal stakeholder participation structures are in place to support the IJB. The four Public Partner positions have been filled and the first 6-month review point is scheduled for November/ December 2016. Articles introducing our Public Partners, their roles and contact details have been circulated to community publications such as the Quairs and Kinross-shire Newsletter.
- 3.2 An induction programme has included a number of development sessions covering IJB business, such as the Strategic Commissioning Plan and key strategies, and evolving the representative roles. A Community Engagement Worker post, funded by the Integrated Care Fund, has been realigned to ensure a dedicated focus on supporting service user and carer voices in our work.
- 3.3 Work continues to develop around connecting service user forums. Engagement around transformation projects such as home care and mental health has brought service users together with focus around a subject of interest. This will help to forge connections between the voices of specific service user groups and our Public Partners.
- 3.4 Additional work is underway to understand how we already engage with specific care groups and identify key engagement actions stemming from existing care group strategies. It is important that this work connects with new engagement structures around themes and localities.

4. TRANSFORMATION PROJECTS

- 4.1 Engagement and communications planning is taking place around transformation projects, with an initial focus on: the review of home care; mental health in-patient services review; and 'Communities First'.
- 4.2 Following discussion at the last IJB meeting, the Communications and Engagement Steering Group debriefed on feedback relating to Perth & Kinross's stakeholder involvement in the review of mental health in-patient sites across Tayside. A series of recommendations were formed, including the key recommendation that future engagement plans relating to transformation projects, including hosted services, must go through the partnership's Communications and Engagement sub-group for advice, support and scrutiny to ensure our partnership's approach is being achieved.
- 4.3 As part of Communities First transformation project, *Seed the Path* Participatory Budgeting activity is being planned with three communities – Craigie, Rattray and Crieff. Community groups will be able to apply for funding over 2 years in support of an idea to improve health and wellbeing in their area. A series of public voting events will take place in November.

5. LOCALITY ENGAGEMENT AND COMMUNICATION

- 5.1 Locality Participation and Engagement Plans are under development within each Locality Management Group. Plans will take into account locality-based priorities from the Strategic Commissioning Plan and will be supported by feedback from *Join the Conversation* and a developing understanding of the community groups, networks and other assets in their localities.
- 5.2 The partnership is forming a series of Locality Roadshows that will bring together members of the Chief Officers Group, locality management groups and staff. The first roadshows will offer an opportunity to cascade key messages, for staff to meet their locality managers and to celebrate the forming of the locality team. Future roadshows will include community members and third sector, as locality networks evolve.
- 5.3 Communications leads are also involved in the Community Planning Partnership's Communications Group to ensure connections between its work and the new Action Partnerships being formed across 5 localities in Perth & Kinross.

6. PERFORMANCE AND RISK MANAGEMENT

- 6.1 A performance framework is under development and will bring together the contributions that communications and engagement activities in localities are making to our outcomes. This was supported by a workshop to brief engagement leads across all partners on the required engagement standards and governance arrangements across NHS Tayside, Perth & Kinross Council and the third sector. Engagement planning and recording electronic tools are also being reviewed to standardise our approaches and ease reporting across multiple layers of activity.
- 6.2 Engagement and communications is represented in the risk management framework under the risk: *Stakeholder Engagement and Partnership Working*. The Steering Group is holding and progressing a series of improvement actions around this risk.
- 6.3 The partnership is in the process of analysing the results of the Health and Social Care Experience Survey 2015/16 which was responded to by 3,380 people registered with GPs in the area. Results from the previous period 2013/14 indicate that, while people generally experience better health outcomes in Perth & Kinross to many other areas in Scotland, analysis demonstrates that individual perception over the quality of the care and support they receive and their ability to manage their health is lower than in some other partnerships. The sub-group has been asked to help translate this narrative to support the telling of 'our unique story' in Perth & Kinross and advise on how this can support our public messages. Going forward, key questions from the survey will also be included in the annual social care experience survey to obtain feedback from people who are directly using services.

7. LEARNING AND DEVELOPMENT

- 7.1 Hosted by the Scottish Health Council, Perth & Kinross initiated a networking and learning event for health and social care partnerships to share best practice around participation and engagement and to work through common challenges and issues. This took place on 19 September at Kings Cross and involved operational engagement leads from Tayside, Grampian and Fife.
- 7.2 Communications leads have prepared templates to support colleagues leading communications in localities and/or relating to transformation projects. This has included a communications campaign template, generic information for media releases and guidance around visual identity. Communications training has also been provided for staff in the Council and an offer of training made to other partners.

8. RECOMMENDATION ON VISUAL IDENTITY FOR THE PARTNERSHIP

- 8.1 The Communications Strategy approved by the Board includes the action to investigate the need for a visual identity and make a recommendation on brand development. On 12 August, the Communications and Engagement Steering Group held an extraordinary meeting to address these questions.
- 8.2 The group saw a presentation on branding issues and the identities and approaches taken by other Partnerships. There followed an in-depth discussion about the particular needs of our Partnership. It was concluded that:
- The Health and Social Care Partnership's visual identity cannot be considered in isolation from the Community Planning Partnership (CPP), of which it is a part. It was felt that the current CPP logo was not fit for purpose and the priority should be to commit a redesign of the CPP visual identity which incorporates elements of each of the outcome delivery groups, including health and social care.
 - If and when a visual identity for the Partnership were developed, this should incorporate all partners equally and enable input from different stakeholders on their preferences.
 - A 'brand' is much more than its visual elements: it is defined by how users feel about the services they receive. Staff interaction with users is therefore the most important factor in promoting a consistent brand. The group felt that more organisational development work needed to be done to develop a consistent culture across the partnership before a visual identity representing this was developed.
 - In the meantime, the current naming convention and use of partnership logos should be continued and rolled out across the full partnership. Letterheads and draft visual guidelines have been developed to support an interim position.

8.3 It is recommended that the Integration Joint Board agree that:

- the Health and Social Care Partnership work with the CPP to produce a new CPP visual identity, with sub-branding elements for use by the outcome delivery groups.
- the partnership gathers information from users on their preferences for a visual identity.
- an interim position on visual identity is progressed to support print and verbal communication. This includes the use of 'Perth and Kinross Health and Social Care Partnership' and accompanying logos currently in place.

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