



ANGUS HEALTH AND SOCIAL CARE
INTEGRATION JOINT BOARD – 18 APRIL 2018
COMMUNICATION, PARTICIPATION AND ENGAGEMENT - PROGRESS REPORT
REPORT BY VICKY IRONS, CHIEF OFFICER

ABSTRACT

The purpose of this report is to provide the Angus Integration Joint Board (IJB) with an update on the communication and engagement activity following the IJB's approval of the Communication, Participation and Engagement (CPE) Strategy on 14 December 2016.

1. RECOMMENDATIONS

It is recommended that the Integration Joint Board:-

- (i) note the progress made on the implementation of the CPE Strategy despite the limited resources available within the Partnership to undertake such activities.
- (ii) notes the work underway to consider management capacity to support future communications plans.

2. BACKGROUND

The Public Bodies (Joint Working) (Scotland) Act 2014, places a duty on Integration Authorities to ensure stakeholders are fully engaged in the preparation, publication and review of strategic commissioning plans.

Effective CPE is vital to the success of Angus Health and Social Care Partnership ensuring that stakeholders are aware of and understand and feel involved in the work of the Partnership. Effective communication also supports the planning, delivery and transformation of services, promotes effective professional practice and helps increase stakeholder satisfaction. In turn, this supports us to improve the outcomes for our stakeholders and help us to achieve our vision for health and social care services.

Taking a positive and proactive approach to CPE ensures that information about what we do, why we do it and how we do it, is provided in an open, transparent and effective way. Our intention is to promote the work that we do and build trust and confidence in the Partnership. In turn this will build positive relationships and improve our reputation.

This work is led by the CPE Group which is jointly chaired by Angus HSCP and Voluntary Action Angus (VAA). Support is also provided from the Communication Teams within NHS Tayside and Angus Council.

Locality Improvement Groups

Four Locality Improvement Groups (LIGs) provide a voice for local professionals and members of the public to work together and communicate local needs and how these should be prioritised. The LIGs will inform future versions of the Partnership's Strategic Plan.

Angus Community Planning Partnership Locality Plans

The CPE Strategy supports Angus HSCP to deliver, as part of the Community Planning Partnership, on the Community Empowerment (Scotland) Act 2015, which creates new rights for citizens to be engaged in the planning, delivery and scrutiny of local services. Angus HSCP is working closely with Angus Community Planning Partnership to establish four Locality Partnerships which will play a leading role in implementing the newly created Locality Plans. This will strengthen our ability to help keep communities informed and engaged with the work of the Locality Partnership. Furthermore it will support Angus HSCP's drive to improve engagement with communities to achieve more engaged, better informed, more resilient and sustainable communities.

3. CURRENT RESOURCES RELATED TO COMMUNICATION, PARTICIPATION AND ENGAGEMENT ACTIVITY

Since the retirement of the Partnership's Communication and Engagement Officer and the Corporate Services Manager there has been no dedicated resource within Angus HSCP to support CPE activities. Many of the actions have been taken forward by a senior manager within the Improvement and Development Team who has CPE within their varied portfolio of responsibilities.

Voluntary Action Angus (VAA) is a key partner in the Angus HSCP, delivering a third sector interface, volunteering and community development leadership role. Their work includes specialisms in the area of working with communities and achieving better community development. As a co-leader in the Communication, Participation and Engagement Group VAA is leading on a number of significant engagement activities aimed at improving wellbeing with a focus on an Angus that actively cares. Examples of these activities are detailed within the Action Plan in Appendix 1.

4. COMMUNICATION, PARTICIPATION AND ENGAGEMENT ACTIVITIES

Public Awareness of Health and Social Care Integration

A recent publication from the Health and Sport Committee, September 2017 suggests that despite integration being one of the biggest changes in the way health and social care services are run in decades, the general public do not appear to be aware of this fundamental change. It is recognised that despite our efforts to raise awareness about the need to shift the balance of care, further work is required to raise the profile of AHSCP, the role of the IJB and to promote the important role of the Partnership at a local level.

Public events

In February 2017 the North East Locality held two public meetings in Brechin and Montrose. The drop in events gave people the chance to talk to staff that work in the locality and learn about improvements, see examples of current care pathways and hear why changes need to be made.

We used a similar format to raise awareness and gain feedback about the developing Angus Care Model. In October and December 2017 we held a series of 'Continuing the Conversation' events in each of our four localities when members of the public spoke to staff about enhanced community support and proposals for minor injury and illness and out of hours services, inpatient care services, and care home provision. People had the opportunity to give their views and help shape how services will look in the future. We received very positive feedback from those who attended. 100% of people who attended the October and December 2017 events told us that they had been given sufficient opportunity to comment and offer their opinion. 90% of people told us that they found the events helpful and informative.

A number of proposals to develop the Angus Care Model were approved by the IJB in January 2018. In March 2018 we held another series of events to showcase the progress that had been made. Similar to previous events the majority of attendees found the events helpful and informative. They also told us that they had been given sufficient opportunity to comment and offer their opinion. People were asked to select from a range of words to best describe how they felt about the information they had seen at the events. The majority of people told us that they felt encouraged, interested, hopeful and reassured about how we are developing the Angus Care Model.

Videos

In October 2017 we created a video to raise awareness of the Angus Care Model <https://vimeo.com/246262892> . The video was posted onto the Angus HSCP Facebook page and played at a wide variety of meetings.

In November 2017 we created a video to raise awareness of the Partnership's work to increase uptake of telehealthcare <https://www.youtube.com/watch?v=xSKvsQLpZQE> . This was launched on our Facebook page during the National Digital Awareness Week.

In February 2018 we created a video to raise awareness of the benefits of Video Active https://www.youtube.com/watch?v=N3KvZs_GY0c . This is a programme of streamed physical activity classes held between sports centres and a variety of community venues.

Building links with Primary Care

General Practitioners (GPs) have a significant role to play in the delivery of the Integration Principles as set out the Public Bodies (Joint Working) (Scotland) Act, 2014, by working in partnership to improve the wellbeing of service users. In addition, fundamental to the successful delivery of the Angus Care Model is the desire to shift the balance of care from hospitals to local communities and people's home. We recognise that GPs need to be at the heart of the Partnerships efforts to achieve this objective.

We currently engage and seek participation through the well established Clinical Partnership Group. GP Cluster Groups, introduced in the 2106/17 General Medical Services contract in Scotland, are aligned to our localities and have engaged with each LIG. We recognise that further development is required to improve the interface between GP clusters and the LIGs.

Press releases and media enquiries.

A range of press releases have been prepared to highlight the positive work being carried out in the Partnership. Examples have included:

- The positive contribution made by volunteers to transport relatives and carers to Dundee following the move of General Adult Psychiatry services from Mulberry Unit at Stracathro to Carseview in Dundee.
- Articles about the development of the Angus Care Model.

Media enquiries are responded to on a regular basis. Recent enquiries have been made in relation to:

- Palliative care provided at Whitehills Hospital.
- Development of the Angus Care Model.

Further details about the progress we have made to implement our CPE Plan, and future plans are detailed in Appendix 1.

5. PROPOSALS

We will continue our efforts to promote the Angus Care Model with a broad range of stakeholders within our localities and embed active participation as we implement further developments with input from key stakeholders.

6. FINANCIAL IMPLICATIONS

There are no financial implications arising directly from this report

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Communication, Participation and Engagement Implementation Plan 2016 - 2019

Action	Progress	Owner	Timescale	Status RAG
Create an identity for AHSCP	AHSCP logo approved by IJB on 17 February 2016. The logo incorporates two cupped hands, associated with caring and welfare, supporting three people. The logo is used on all material concerning AHSCP.	IJB	Achieved	Green
	Lanyards with AHSCP logo purchased in December 2017 and provided to all AHSCP staff.	Workforce Development	Achieved	Green
Publish a Partnership newsletter	Integration Matters is published quarterly which showcases and provides information about the work of AHSCP. It is cascaded to our workforce and external stakeholders. Each edition contains updates from each locality. Articles in the latest edition included information about the latest developments in Angus Care Model, the newly formed Enablement and Response Team, Letham Health and Wellbeing Centre and Technology Enabled Care.	Senior Manager with administrative support from Chief Officer PA	Achieved	Green
Increase public facing opportunities	Facebook Angus HSCP Facebook page launched on 25 July 2017. We have 726 followers with more joining each week.	AHSCP Administrative Assistant	Achieved	Green
	Twitter Angus HSCP Twitter feed launched on 6 February 2018. Twitter page: Angus HSCP Twitter tag: @AngusHSCP	AHSCP Administrative Assistant	Achieved	Green
	Website Angus HSCP website page is currently hosted on the Angus Council server however there are limitations to what we publish and how we display data Develop a public-facing website for AHSCP and IJB to communicate with internal and external stakeholders including patients, service users, carers and their representatives and the public.	AHSCP Research and Information Officer	August 2018	Amber
Raise awareness of key services in Angus	Know who to turn to In response to feedback about lack of information about how to access key services in Angus we are developing a Know who to Turn to Leaflet. This will be available on the new AHSCP website	AHSCP Improvement and Development Team	August 2018	Amber
Increase opportunities for people to feel informed and contribute to developments to health and social care	Development of Angus Care Model Drop in events in each locality to give people the chance to talk to staff and learn about improvements, see examples of current care pathways and hear why changes need to be made to how health care is currently delivered. Event in NE Locality in February 2017, followed by events in each of our four localities in October and December 2017.	ASCP Improvement and Development Team	March 2018	Amber

	Create and launch a video to promote the Angus Care Model	AHSCP	October 2017	Green
	Create and launch a video to promote Florence Home Mobile Health Monitoring (HMHM)	HMHM Project Manager	November 2017	Green
	Create and launch a video to promote Video Active	AHSCP Improvement and Development Team	February 2018	Green
	Staff bulletins Regular staff update bulletins have been prepared to ensure staff are kept informed of developments in a timely manner	AHSCP Improvement and Development Team	Ongoing	Amber
	Launch survey monkey questionnaire on AHSCP website to gather feedback on Angus Care Model	Improvement and Development Team	December 2017	Green
	Community Capacity Building This is an extensive piece of work to ascertain the needs of all volunteering and voluntary organisations, community groups and social enterprises on how VAA can help build their capacity to deliver local services, reach more people, and sustain their group/organisation.	VAA	Work commenced during June/July 2017 and due to conclude in April 2018	Amber
	Dialogue events involving adults who have experienced criminal justice issues, homelessness and significant poverty issues.	VAA	April 2018	Amber
	Tackling poverty and inequalities VAA continues to play a major role in combating poverty and parental mental health. The Aspiring Scotland initiative in East Brechin, led by VAA secured nearly £200,000 of resource for a consortium involving third sector partners, HSCI, Tayside fire and rescue and Angus Council. This work has already made great progress through dialogues with communities and engagement with volunteers leading to increased participation. VAA has also supported volunteers through a co-investigation approach to identify the impact of poverty and inequalities on people's lives.	VAA	Commenced in December 2017 due to conclude in December 2019	Amber
	Third Sector events VAA continues to support collaborations within the Third Sector and help facilitate a number of events including the "let's get noisy" event in March 2017 and the more recent facilitated dialogue on growing collaboration in September 2017	VAA	Achieved	Green
	Volunteering There are a number of volunteer dialogue and research initiatives that have been undertaken and are ongoing these include a strategic volunteering event held in September 2017, a volunteering 1000 survey which is street based research capturing the views of people on volunteering and their	VAA	Ongoing	Amber

	<p>participation across the county. VAA continues to work with partners to develop a new volunteering strategy for Angus.</p>			
	<p>Letham Health and Wellbeing Centre (LHWC) Local residents have worked closely with Angus HSCP and partners to develop LHWC. Cabinet Secretary for Health and Sport visited LHWC on 9 March to celebrate the co-production activity which has led to improved access to health.</p>	Angus HSCP and VAA	Achieved	Green
<p>Improve CPE activities with hard to reach groups</p>	<p>We are committed to engaging with hard to reach groups and when encouraging participation will actively consider how to seek involvement from the following:</p> <ul style="list-style-type: none"> • Those with/recovering from addictions • Homeless people • Ethnic minorities • LGBT • Travellers 	Angus HSCP	December 2018	Amber