



ANGUS HEALTH AND SOCIAL CARE
INTEGRATION JOINT BOARD – 27 OCTOBER 2021
COMMUNICATION AND ENGAGEMENT PROGRESS UPDATE
REPORT BY GAIL SMITH, CHIEF OFFICER

ABSTRACT

The Report provides an update to the Integration Joint Board on progress made to advance the communication and engagement activities of the Angus Health and Social Care Partnership (AHSCP).

1. RECOMMENDATION

It is recommended that the Integration Joint Board:-

- (i) Note the actions that have been undertaken and the progress that has been made to advance the communication and engagement activities of Angus Health and Social Care Partnership (HSCP).

2. BACKGROUND

Communication and engagement is recognised as a priority area for the effective delivery of the Partnership's strategic plan. Not only does Angus HSCP seek to meet its legal duty to consult and engage with its population, but we aspire to keep people at the heart of everything we do. Furthermore, an efficient communications function is viewed as a key part of the Partnership's Remobilisation Plan following the COVID-19 pandemic.

The Angus HSCP Communication and Engagement Plan was refreshed and approved in October 2020 (IJB Report 69/20). The objectives as defined in that plan are to:

- Increase awareness, understanding and reputation of Angus HSCP
- Our workforce and people who access health and social care services, families, unpaid carers and the public are involved in shaping health and care proposals and plans.
- Empower people to improve their health and wellbeing.
- Make the most of digital information by enhancing our digital presence and increasing the number of people engaging with us through our digital platforms
- Prioritise communications and engagement to break down health inequalities.
- Improve the way we use feedback, including compliments and complaints

In March 2021, Scottish Government and COSLA published updated community engagement and participation guidance [Planning with People](#). The guidance is designed to support NHS Boards, Integration Joint Boards and Local Authorities to deliver their existing statutory duties for engagement and public involvement. In recognising the good work that is taking place, the guidance is designed to complement and strengthen organisations' existing engagement strategies.

Since the formal establishment of the Angus IJB in 2016, the Partnership's communication and engagement activities continue to be supported by the NHS Tayside and Angus Council communication teams. Angus HSCP also works closely with Voluntary Action Angus and Healthcare Improvement Scotland-Community Engagement Team (HIS-CE).

3. CURRENT POSITION AND ACTIVITIES

COVID-19

It is important to note that our recent engagement and communication activities have been heavily influenced by the COVID-19 pandemic. Despite significant challenges, throughout 2020/21 we have continued to listen, engage and involve people which have ensured that their insights and experiences have influenced service change. Progress against the action plan is detailed in Appendix 1.

- Appendix 2 details a summary of examples of Angus HSCP engagement activities that have taken place from October 2020 – September 2021. The most recent public engagement activities have been in relation to the physical disability and learning disability improvement plans and the Angus and Dundee stroke rehabilitation pathway. Details can be found in the respective IJB reports 41/21, 42/21 and 46/21.

Other activities include:

- The **Communication and Engagement Group** continues to meet every 8 weeks to monitor progress of the actions within the Communication and Engagement Plan.
- **Integration Matters**, the Partnership's quarterly newsletter, continues to showcase a range of services across the partnership.
- The Chief Officer continues to issue regular messages to staff and partnership organisations on a variety of topics. This includes recognition of the invaluable contribution made by our workforce and partners and also acknowledges the importance of staff wellbeing during these challenging times.
- The Chief Officer also issues messages to the public via Facebook and the Angus HSCP website. For example, a message was prepared for Carers Week. The most recent message was in relation to World Mental Health Day.
- The Angus HSCP **Facebook** page continues to provide regular updates on a wide range of topics, especially in relation to COVID-19. At the end of September 2021 our Facebook page had 3213 followers. This is a 28% increase compared to the same period last year.
- It is important that we continue to encourage appropriate health promotion behaviour and we have supported over 30 regional and national information and awareness campaigns on our social media platforms, for example Dry January, Time to Talk Day, Dying Matters, Mental Health Day, Suicide Prevention Week etc. We have recently promoted the National Power of Attorney Day. As part of Falls Prevention Week September 2021, Partnership staff engaged with members of the public in local leisure centres, raising awareness of falls prevention.
- The Angus Health & Social Care Partnership Adult Palliative and End of Life Care (PEOLC) Plan published in 2019 proposes six outcomes to improve care and support. Outcome six in the plan proposes that the people of Angus should be enabled to be more informed and comfortable with their responses to death, dying and bereavement. Building on national community engagement and resilience work the Senior Nurse for Palliative Care developed a course for the public. Due to the pandemic restrictions the format of the course was changed from face to face to a virtual delivery. The course was delivered over 2 hours on four consecutive evenings. The following topics were explored:
 - An introduction to death, dying and bereavement in Angus
 - The impact of serious illness and frailty
 - Realities of caring and dying
 - Caring for the Carer

Evaluation demonstrated an increase in people's understanding of and feeling more comfortable and confident to support people with death, dying and bereavement. Plans are underway to deliver another course in January 2022.

- The Angus HSCP **Instagram** account was launched in May 2021.
- Angus HSCP **Website** moved to a new server in August 2021. As a result the operability of the website has been improved and work is ongoing to redesign the content. Between 01 October 2020 and 30 September 2021 there were 13,553 visitors to the website. This is a 22% increase compared to the same period for 2019/20.
- We continue to send out feedback questionnaires twice a year to people supported by enablement and response services, residents of Angus HSCP care homes and supported accommodation. Service users of community meals and community alarm are invited to provide feedback once a year which inform improvements.
- **Induction Guides.** Induction guides for IJB and Strategic Planning Group members and HSCP staff have been produced. The purpose being to orientate members and staff regarding a variety of roles and responsibilities and to provide an overview of Angus HSCP.
- **Angus HSCP intranet.** In July 2021 Angus HSCP launched its new intranet site. This will grow over the next 12 months to be the online home for all staff working within the Partnership including:
 - NHS staff working in Partnership services in Angus
 - NHS Staff working in hosted services including primary care
 - Angus Council staff working in Partnership services
 - Key service providers and other partner organisations

The Intranet will compliment NHS Tayside StaffNet and Angus Council Intranet sites, providing an integrated space for Partnership documents, news, resources, and multi-agency collaboration.

- **IJB COVID update.** At the height of the pandemic we provided a weekly COVID-19 update for IJB voting members which provided a high-level summary of Angus HSCP's response to the pandemic.
- **Communication Guidance.** It is a requirement of the Equality Act 2010 that information is provided in an accessible format to suit the needs of all people who may be accessing information. We have produced guidance containing communication hints and tips for Partnership staff to improve the accessibility of communications, including advice as to how to produce documents in different languages and alternative formats such as Braille, Easy Read, Audio (CD) and British Sign Language.
- **Equality Impact Assessment (EQIA).** When undertaking engagement activities it is essential that we understand the diversity of our audience. We continue to recognise the importance of conducting a robust Equality Impact Assessment (EQIA) for each piece of redesign work. This document steers our approach to engagement by helping to ensure that we do not discriminate against people based on their protected characteristics. The EQIA requires to be undertaken at the start of each redesign project in order to identify potential problems before they arise, helping us to ensure we identify and speak to the right people, at the right time and in an inclusive and accessible way. By doing so we can ensure that the health and care services we provide truly reflect the needs of the people in Angus and improve outcomes for them and their families.
- **Media Relations.** We undertake both proactive and reactive media management. We regularly welcome members of the media to IJB meetings, respond quickly to media enquiries when received and employ proactive media engagement as often as possible. In August 2021 Angus HSCP was featured within the [Digital Telecare for Scottish Local Government Newsletter - August 2021 \(hs-sites.com\)](#) in recognition of the Partnership's success in being awarded the Bronze Digital Telecare Implementation Award in recognition of the progress they have made on their analogue to digital telecare transition project.
- Angus HSCP is a member of the **Tayside Mental Health and Wellbeing Communication and Engagement Subgroup** with supports the Listen, Learn, Change

action plan for mental health services in Tayside in response to the 'Trust and Respect' independent inquiry report. Details of engagement activities linked to mental health and wellbeing are included in Appendix 1. This includes and evaluation of:-

- **Enhanced Community Support for Community Mental Health Services in the North East Locality.** The aim is to ensure that the person is directed to the most appropriate support quickly and efficiently. The feedback thus far has been extremely positive and is improving the patient pathway and joint working across services with all agencies working together to promote recovery, treatment and support opportunities.
- **Seven Day Working.** The extended Community Mental Health Team commenced working 7 days on the 17th April 2021 within the North localities. Feedback indicates that this service is beneficial in supporting people to remain in their community, reducing admissions, and enabling earlier discharge from hospital. This has been further rolled out to the South localities from the end of September 2021.
- An information leaflet has been prepared for all care home staff to support their health and wellbeing and signpost to range of evidence based resources. This will be adapted so all partnership staff know how to access health and wellbeing support.
- **Care Opinion.** Angus HSCP is committed to hearing people's and families' experiences and using that to improve. Care Opinion is the UK's leading independent, non-profit feedback website which enables people to share their stories and suggest how their experiences could have been better. NHS Tayside have a licence to use and promote Care Opinion however any health or social care activity delegated to a Health and Social Care Partnership (HSCP) is not covered by the NHS Tayside licence.

Angus HSCP has successfully negotiated a free 12 month trial of Care Opinion, utilizing NHS Tayside's licence. Work to promote Care Opinion in Angus commenced in April 2021. The areas (limited to health services in the first instance) included in the test if change are:

- Community Hospitals
- Community Physiotherapy
- District Nursing
- Minor Injury and Illness Units (MIIU).

To date we have received 34 stories. The majority of responses are in relation to MIIU. A robust evaluation will be carried out in April 2022 and this will inform the decision as to whether Care Opinion will be rolled out across all Partnership delegated service areas. Appendix 3 provides a summary of feedback received related to what was good and how people felt.

Planned activity for 21/22

- We will continue to work towards the actions detailed within the action plan. In addition, planned activity includes:
- In November 2021, colleagues from across Angus HSCP have been invited to attend a session hosted by HIS-CE focused on Duties and Principles of Community Engagement.
- Homeless Review – support needs assessment: Starting in October 2021, structured interviews will take place with homeless applicants (people who have been assessed as being homeless by Housing and have at least one support need) to gather their feedback. Data will be used to develop and deliver support service provision for homeless people with complex needs.
- Public engagement sessions are being planned for November 2021 linked to Phase 2 of the Angus inpatient bed review for Medicine for the Elderly and Psychiatry of Old Age.
- Angus HSCP Drug and Alcohol Partnership has contributed to the development of a short animation, to be launched in January 2022, which aims to raise awareness of the impact of language on people who experience substance user challenges. This is part of a

number of local key developments to ensure that people who present with coexisting conditions are supported to engage with the right services. This is in line with Action 27 and 28 of the Mental Health Strategy 2017 – 2027.

- Angus HSCP is working with Police Scotland and colleagues from across Tayside to plan the Tayside launch of the Herbert Protocol. This is an information gathering tool to assist the police to find a person living with dementia, who has been reported missing, as quickly as possible.
- Explore the opportunity to create Angus HSCP User Voice Network to augment the voice of service users within all engagement activities. This would also complement the Angus Carer Voice Network.
- Engagement with unpaid carers about their experiences of using adult carer support plans.
- We will continue to progress engagement work to support the Living Life Well Mental Health and Wellbeing Implementation Plan for Angus. The Tayside Living Life Well strategy is a life course model and is a whole system approach to meeting the mental health and physical health needs of people with a mental health disorder. The Living Life Well strategy aims to improve the pathway for mental health and wellbeing both in Angus and across Tayside. Improvements are being developed through Tayside Listen Learn Change working groups and through local mental health and wellbeing networks. For example, in 2022 we will commence a review of the Angus 7-day Adult Community Mental Health Service which will include engagement with staff and users of the service.

4. PROPOSALS

Members are asked to note the range of communication and engagement activities that have taken place since October 2020. These are intended to be aligned and to contribute to, the Partnership's strategic objectives.

5. FINANCIAL IMPLICATIONS

There are allocated funds for communication and engagement. There are no other financial implications identified.

6. RISK

There is little risk in fully communicating and engaging with our stakeholders. There is, however, a high risk of failure to achieve our objectives if we do not engage our wide stakeholder audience, which includes employees, service users, delivery partners and many other groups.

7. EQUALITY IMPACT ASSESSMENT

An Equality Impact Assessment (EIA) is not required. EIAs will be completed for individual change and improvement programmes, as required, but not for this report, which is a collective review.

8. DIRECTIONS

The Integration Joint Board requires a mechanism to action its strategic commissioning plans and this is provided for in Section 26 to 28 of the Public Bodies (Joint Working) (Scotland) Act 2014. This mechanism takes the form of binding directions from the Integration Joint Board to one or both of Angus Council and NHS Tayside.

Direction Required to Angus Council, NHS Tayside or Both	Direction to:	
	No Direction Required	X
	Angus Council	
	NHS Tayside	
	Angus Council and NHS Tayside	

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List of Appendices:

Appendix 1	Action Plan update
Appendix 2	Summary of examples of Angus HSCP Engagement Activities October 2020 – September 2021
Appendix 3	Care Opinion Feedback

Appendix 1. Action Plan update



Communication and Engagement Action Plan. Please note that this is updated on a 6 weekly basis.

Group Name			Date
Communication and Engagement Group	Version No.	0.2	October 2021

1. Increase awareness, understanding and reputation of Angus HSCP
2. People who access health and social care services, families, carers and the public are involved in shaping health and care proposals and plans.
3. Empower people to improve their health and wellbeing.
4. Make the most of digital information
5. Prioritise communications and engagement to break down health inequalities
6. Improve the way we use feedback, including compliments and complaints to improve local services and refine the effectiveness of our communication and engagement approach.

Delivered
Planned for
In Progress
Missed Deadline
On Hold or Cancelled

Goal	Action	Deadline	Update/Status	RAG
1. Increase awareness, understanding and reputation of Angus Health and Social Care Partnership				
Build public awareness of Angus HSCP so people have a better understanding and build trust in what Angus HSCP does and how to get involved	Raise awareness of purpose and membership of Angus Integrated Joint Board and Strategic Planning Group on AHSCP website.	June 2021	Website updated to include IJB member biographies	G
	Review content on website and improve as appropriate	October 2021	Work ongoing to ensure consistency and accuracy of information on Angus Council and Angus HSCP website. New content related to Palliative and End of Life Care and Technology Enabled Care.	A
	Develop and conduct a communications survey with the Partnership's internal and external audiences to understand effectiveness of existing communication and engagement work and identify opportunities for improvement	August 2021 (baseline) Repeat August 2022	ON HOLD	
	Provide a regular flow of positive experiences, interviews and pictures issued to external media and published on Angus HSCP website and social media to promote Angus HSCP and attract potential employees.	Ongoing	Integration Matters features updates from staff. Range of feedback received from service users on Care Opinion shared on social media	A
Improve access to and the quality of information we share about services and support to stay well.	Explore opportunity to collaborate with University of Dundee graphic and product design students with the aim to explore how we can better explain and display the variety of services available to people and how to access these.	December 2021	ON HOLD – further dialogue required.	

Goal	Action	Deadline	Update/Status	RAG
We better understand the difference we are making to people who receive health and social care services	All teams to regularly collect feedback from patients and service users	Ongoing	Captured through CCPG	G
	Increased use social media to promote staff achievements and engage staff across Angus HSCP	Ongoing	Posts shared as appropriate	G
	Develop induction pack for all new staff who work in Angus HSCP.	Sept 2021	Induction pack has been developed	G
2. People who access health and social care services, families, unpaid carers and the public are involved in shaping health and care proposals and plans				
People have opportunities to be involved in shaping service change and we are clear and open about why change is needed	Publicise the case for change for Angus HSCP services and arrange opportunities for people to engage.	Ongoing	A schedule of surveys has been produced encouraging feedback from service users.	A
	Continue to embed the Care Experience Improvement Model (CEIM)	December 21	CEIM initiated in Isla/Clova and being spread to Arbroath	A
	Patient Diaries	Ongoing		
3. Empower people to improve their health and wellbeing.				
Promote health and wellbeing and encourage people to seek help early and look after their own health	<p>Work with NHS Tayside to co-ordinate campaigns and communication activities to achieve a greater impact, especially in relation to promoting local support and positive behavioural change e.g. lifestyle and seasonal flu programme</p> <p>Life Curve: Work commenced to plan and deliver staff awareness sessions and raise public awareness.</p> <p>Aim to increase use of LifeCurve by 10</p>	Ongoing		A

Goal	Action	Deadline	Update/Status	RAG
	people each month			
	Develop diary of national condition/topic specific days/weeks and schedule posts on website/FaceBook	Complete	Schedule complete. 7 awareness days actioned to date, 37 remaining	G
4. Make the most of digital information				
Build a strong community of stakeholders online.	Use Angus HSCP website to highlight our improvement projects	Ongoing	Work ongoing to revise website	A
	Further develop locality pages on website to enable sharing of good practice	Ongoing	To be discussed at next LIG Chairs and Leads meeting	A
	We are proactive about providing positive stories, interviews and pictures to the media and directly through digital and social media to promote Angus HSCP to the public and potential employees	Ongoing	Integration Matters continues to share stories from staff. Work required to evidence number of positive posts shared on Facebook	G
	Grow social media channels and hits on social media by 20%	March 2022	Facebook followers increased by 28% from Sept 2020	G
	Hits to website grow by 10% compared to previous year	October 2021	Visitors to the website increased by 22%	G
5. Prioritise communications and engagement to break down health inequalities				
Examine different and better ways of communicating with people, particularly hard-to-reach and vulnerable groups	Work with Third Sector organisations and Angus Community Planning Partnership	Ongoing	Engagement work with people with physical disabilities and learning disabilities to commenced in May 2021. Working with Marie Curie, engagement with Polish speaking communities regarding experiences of palliative and end of life care.	A

Goal	Action	Deadline	Update/Status	RAG
	Prepare accessibility guidance for staff	Sept 2021	Guidance complete and to be made available on HSCP intranet.	G
6. Improve the way we use feedback, including compliments and complaints to improve local services and refine the effectiveness of our communication and engagement approach.				
Increased awareness of service user experience	Undertake follow-up survey of service user experience during COVID-19 pandemic	May 2021	Survey to be launched w/b 26/04/21	G
	Test Care Opinion to collect feedback from patients/service users	April 2022	Test of Care Opinion commenced in April 2021.	A
Inform people of the impact of providing feedback	Develop a 'You said, we did' section on our website and keep updated	December 2021		A

Appendix 2 Summary of examples of Angus HSCP Engagement Activities undertaken and planned October 2020 – January 2022

						2020			2021												2022
						Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan
Activity	Virtual Meeting	Survey	Email	Staff	Service users/Public																
Listen, Experiences of Tayside Mental Health Services		Y			Y																
Mental Health and Wellbeing Peer Support in Primary care																					
Carers - Carer awareness and partnership working	Y			Y																	
Carers -Waiving of charges policy	Y	Y		Y	Y																
Carers- new carer budget spending guidance			Y																		
Carers - Experiences of carers who employ personal assistants	Y			Y	Y																
Suicide Prevention Survey		Y		Y	Y																
Supervision Survey		Y		Y																	
Day Care Services		Y		Y	Y																
Healthcare Tasks in Community settings	Y																				
Service User COVID-19 follow up survey		Y			Y																
Stroke Rehabilitation Pathway	Y			Y	Y																
Physical Disability Improvement Plan		Y			Y																
Learning Disability Improvement Plan		Y			Y																
Draft Advocacy Strategy	Y				Y																
Review of Nursing in Care Homes	Y			Y																	
Strategic Planning Group review		Y		Y																	
Care Management Definition/Roles		Y		Y																	
ESC Mental Health HUB Review		Y																			
Care Home Nursing Standards (6 week review)	Y			Y	Y																
Supported Accommodation Review	Y	Y			Y																
Workforce Priorities		Paper survey		Y																	
Workforce - SVQ Prioritisation	Y			Y																	
Transitions Gap Analysis	Y	Gap analysis		Y																	
Social Care Officer Review	Y			Y																	
Falls prevention advice	Y				Y																
Homeless Review-Support Needs Assessment Project																					
MFE inpatient redesign	Y	Y		Y	Y																
Psychiatry of Old Age bed review	Y	Y		Y																	
End of Life Skills Awareness	Y				Y																

