



Communication and Engagement Plan to support the delivery of the Angus Health and Social Care Partnership Living Life Well Plan.

November 2021

Purpose

This plan sets out the communication and engagement activity required in order to support the delivery of actions aligned to the Angus Health and Social Care Partnership (HSCP) Living Life Well (LLW) Plan, which will contribute to the delivery of the Tayside LLW strategy. This is an evolving document and will be updated on a monthly basis.

All communication and engagement activities will be aligned to the principles and standards outlined within the Angus HSCP Communication and Engagement Plan 2020-2023.

Objectives:

- 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
- Prioritise communications and engagement to break down health inequalities
- Improve the way we use feedback, including compliments and complaints

Principles:

- **No surprises** – honest, open, ongoing communications, sharing new and emerging issues in good time. We will continue to clarify who we are, what we do and our plans for the future.
- **It's not a one-off** – working with our stakeholders is an ongoing process. We need to keep our stakeholders involved and informed about what is going on through all phases of our programmes and work with them to deliver change.
- **Focus on improvement** – any proposals for change must be about improving service quality, access and outcomes. We will provide opportunities for people to get involved and help shape our services.
- **Be clear about what people can and cannot influence.** For example, participatory Budgeting events provide an opportunity for the public to influence how health and social care resources are allocated. Sometimes however, there is no other option but to make a change, which may not be popular with everyone. We will make sure we explain the reasons behind a decision.
- **One size does not fit all** – we will create an environment for honest and open debate with the opportunity to influence Angus HSCP's decision making processes, particularly around areas of proposed investment and disinvestment. We will offer different ways to engage with and talk to different audiences and explore all opportunities. Co-production and experience-based design will be core to our approach for our long-term redesign plans.
- **Listen and reflect before decisions** – we will explore options and possibilities offered to us by our stakeholders before agreeing a way forward. We will ensure any feedback we receive is fed back to the right people in an open and transparent way and that these views are taken into account when making decisions.
- **Communicate widely and in the right ways** – we will use a variety of methods appropriate and proportionate to the context and circumstances of the issue we are considering.
- **Continuing the communications loop** – we will keep checking understanding and providing feedback to all stakeholders in the way they want.

Standards

To effectively engage with our partners and stakeholders we will apply the following standards to all our interactions:

Standard	This means that
Clear	We will use plain English, jargon free, easy to understand and not open to interpretation. Sometimes there is no other option but to make a change which may not be popular with everyone. We will make sure we explain the reasons behind our decisions.
Consistent	The messages we communicate are consistent with our vision, aims and objectives.

	Working with our stakeholders is an ongoing process, we will keep them involved and informed and work with them to deliver change.
Credible	Our messages will always mean something and we will make sure that recipients can understand and trust the content.
Efficient	We will use methods that are 'fit for purpose', cost effective and delivered on time. We will continually review our approach and proactively look for opportunities to make our activities more effective.
Honest, open and transparent	<p>We will be honest, open and transparent in all of our communications and engagement activities. Decision makers are accessible and ready to talk and listen to people. When we cannot share information, we explain the reasons fully and clearly.</p> <p>We will explore options and possibilities offered to us by our stakeholders before agreeing a way forward.</p>
Realistic	Any proposal for change must be achievable and focused on improving service quality, access and outcomes.
Targeted	We will communicate widely and in the right ways using a variety of methods appropriate and proportionate to the context and circumstances of the issues being considered. Our focus will be on making sure the right message reaches the right people, in the right format, at the right time.
Timely	<p>We provide information when it is needed, sharing new and emerging issues in good time, making sure information is relevant to the people receiving it.</p> <p>We will keep checking, understanding and providing feedback to all stakeholders.</p>
Two-way	We will create opportunities for open and honest dialogue – encouraging people to contribute their ideas and opinions and we will listen.

	We will use different ways and explore all opportunities to communicate and engage with different audiences.
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Stakeholders

Our stakeholders are extremely important to the successful delivery of the Angus LLW plan.

<p>Keep satisfied/meet needs</p> <ul style="list-style-type: none"> • Elected Members • MPs/MSPs • Local Media 	<p>Key players – active engagement</p> <ul style="list-style-type: none"> • Patients/service users and their unpaid carers including harder to reach groups • Angus Mental Health and Wellbeing Network • IJB Members • All mental health and wellbeing staff groups • Angus Carers Centre • Advocacy Services • Angus HSCP Strategic Planning Group • NHS Tayside • Angus Council • Healthcare Improvement Scotland – Community Engagement • Locality Improvement Groups • GPs
<p>Monitor/Inform</p> <ul style="list-style-type: none"> • General public • Wider staff Groups 	<p>Keep informed/involve as required</p> <ul style="list-style-type: none"> • Health and Social Care Scotland • Dundee and Perth and Kinross HSCPs • Community Planning Partnership • Staffside partners, trade unions and professional organisations • Community Councils • Scottish Government • Care Inspectorate • Mental Welfare Commission • Scottish Social Services Council

COVID-19

It is important to note that our communication and engagement work is heavily influenced by the COVID-19 pandemic. Although we are fortunate to live in such a connected world we must ensure that we provide opportunities for everyone to engage with us and create both an online and offline pathway for people to have a voice. By building trust, when roadblocks to engagement are present, stakeholders know there is always going to be another way to get involved.

Action Plan

Audience	Action/Activity	Lead	Timescale	Status (RAG)
Stakeholder mapping				
	Ensure that all Angus stakeholders have been identified to ensure appropriate level of engagement and involvement is planned	CG	December 2021	
Community services in Angus				
All stakeholders	Prepare series of 'stories' to promote the difference Angus HSCP is making in local mental health services	SW/TI	January 2022	
	Create Angus LLW pages on Angus HSCP internet and intranet	SW/TI/PM/LK/LW/CG	January 2022	
	Angus HSCP website – update online resources to encourage people to stay well and signpost to support when people need it	SW/TI/PM/LK/LW/CG	March 2022	
	Prepare series of videos to inform current and future service users of the range of services available in Angus	SW/CG	April 2022	
	Prepare survey to gauge service user and public opinion of Angus community mental health services	SW	November 2022	
Identifying Improvements				
All stakeholders	Work with AMHWN to prepare and circulate survey monkey to seek feedback regarding proposed Angus LLW actions, ensuring materials are accessible to all by working closely with organisations who are experts in developing accessible information to ensure public information is co-produced and user friendly.	SW/CG	Dec-March 2022	

	Arrange online events to seek feedback on Angus LLW plan		January-March 2022	
	Prepare report of findings following engagement activities		April 2022	
	Update LLW plan pending feedback from engagement activity		April 2022	
	Prepare media updates as appropriate	TW/JG/S W	Ongoing	
Mental health discrimination				
All stakeholders	Prepare and commence campaign to end mental health discrimination in Angus	TBC	March 2022	

Measures of success

A range of evaluation measures will be used to assess the effectiveness of communication and engagement activities including:

- User experience surveys/carer surveys
- Media coverage
- Feedback from key stakeholder groups