



**ANGUS HEALTH AND SOCIAL CARE**  
**INTEGRATION JOINT BOARD – 26 OCTOBER 2022**  
**COMMUNICATION AND ENGAGEMENT PROGRESS UPDATE**  
**REPORT BY GAIL SMITH, CHIEF OFFICER**

**ABSTRACT**

This 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 (HSCP).

**1. RECOMMENDATIONS**

It is recommended that the Integration Joint Board:-

- (i) Accept 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).
- (ii) Request a refreshed Communication and Engagement Plan to be prepared and an update report to be presented to the IJB in October 2023.

**2. BACKGROUND**

Good communication and engagement is crucial in creating a culture of co-operation, co-production and co-ordination across all partners.

Effective participation and engagement is at the very heart of achieving of the vision of Angus Health and Social Care Partnership.

The IJB approved the refreshed Communication and Engagement Plan in October 2020 (IJB Report 69/20) due for review in 2023. A key objective of the IJB's Communication and Engagement Plan is for the HSCP to be transparent and listen to our communities.

The 'Independent Review of Adult Social Care' and 'The Promise' emphasise the value of shaping services with the people who use them, their families and carers.

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 continue to work closely with Voluntary Action Angus (VAA) and Healthcare Improvement Scotland's -Community Engagement Team (HIS-CE).

**3. CURRENT POSITION**

The HSCP has continued to build on the communication and engagement that has already taken place to ensure that the views of people who use our services and wider stakeholders are constantly shaping the way services are delivered by the HSCP.

**Appendix 1** provides a summary of improvement actions and progress made.

**Appendix 2** provides a summary of the consultation and engagement activities undertaken since October 2021. We aim to ensure all service improvements reflect the values, beliefs and priorities of people in Angus. We have arranged a blended approach; face to face and online engagement opportunities and have improved our efforts to engage inclusively and ensure that copies of our engagement documents can be requested in British Sign Language, Easy Read and other Languages.

As noted by the IJB (IJB 29/22 and 37/22), a range of consultation and engagement activities were undertaken to ensure that the Angus LLW Improvement Plan reflects the values, beliefs and priorities of people in Angus.

The Partnership is currently engaging with all stakeholders to inform the refreshed Strategic Commissioning Plan.

**Appendix 3** provides some examples of the feedback received from people who have received support from the Enablement and Response Team and Community Alarm.

Additional information about activities undertaken since October 2021 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 Angus HSCP **Facebook, Twitter and Instagram** platforms continue to provide regular updates on a wide range of topics. At the end of September 2022 the Partnership Facebook page had 3638 followers. This is a 13% increase compared to the same period last year. Work continues to increase the number of followers.
- **Angus HSCP Website**. We continue to work to improve the content on the website. Between 01 October 2021 and 30 September 2022 there were 13,553 visitors to the website. This is an 8% decrease compared to the same period for 2020/21. Work continues to increase the number of visitors to the website.
- The **Angus HSCP intranet**, launched in July 2021, continues to improve its content providing an integrated space for Partnership documents, news, resources, and multi-agency collaboration. Further work is required to encourage more members of the workforce to access this resource.
- **Media Relations**. 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 September 2022, the BBC website highlighted a Mental Welfare Commission report entitled "Ending the exclusion: Care, treatment and support for people with mental ill health and problem substance use". The report calls for plans already in place to be fully and consistently rolled out across the country and showcased a hub in Angus which did not reject any of the around 850 people who walked through its doors.

- **Health Promotion**. It is important that we encourage appropriate health promotion behaviour and we support local and national information and awareness campaigns on our social media platforms. For example; Dry January, Mental Health Day, Suicide Prevention Week etc. Together with other HSCPs in Scotland, Angus HSCP continues to contribute to 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, libraries to raise awareness of falls prevention.

- **Independent Living Angus (ILA)**, which launched in 2016, is an online resource offering information, professional advice and direct access to services and support. ILA also incorporates LifeCurve which is a simple system offering advice for enablement and improving independence. Evidence suggests that engaging with older adults as early as possible helps and enables them to stay independent for longer and encourages use of the correct interventions, which could ultimately reduce their overall health and social care costs associated with ageing. A campaign relaunch of ILA commenced in February 2022 with the aim to encourage more people to access the site and promote use of the self-assessment tools. Members of the public have been actively involved in the redesign of promotional materials and we are working with local libraries to support people to access ILA. **Appendix 4** provides a copy of ILA promotional material.

In 2021, 2450 users visited the ILA site and 111 LifeCurves were undertaken. Data from 01 February 2022 to 31 August indicates 2636 users visited the ILA site and 145 LifeCurves were undertaken indicating the recent promotion activities are being successful.

- The first **Angus HSCP User Voice Network** meeting took place on 2 February 2022 with the aim to augment the voice of service users within all engagement activities. This group will complement the Angus Carer Voice and Mental Health Networks. A draft terms of reference has been prepared and a further meeting will be arranged this year.
- **End of Life Skills training.** Building on the success of the previous year's on-line course to enable people to be more informed and comfortable with their responses to death, dying and bereavement, a second opportunity to attend the course was offered in January 2022. 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.

- **Healthcare Improvement Scotland, Communication and Engagement Team (HIS-CE).** In October 2021, members of the Communication and Engagement Group attended an information session which focused on Principles and Duties of Public Engagement. In March 2022 the HIS-CE Team delivered a similar session, together with a session on Option Appraisal, to members of the Angus HSCP Senior Leadership Team.
- **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. An action of the recently completed Equalities Mainstreaming Report is to review the EQIA template to ensure the health and care services we provide truly reflect the needs of the people in Angus and improve outcomes for them and their families.
- **Care Opinion.** Angus HSCP is committed to hearing people's and families' experiences and using that information to improve service provision. 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 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:

- Community Hospital inpatient areas (Medicine for the Elderly and Psychiatry of Old Age)
- Community Physiotherapy Services
- District Nursing Services
- Minor Injury and Illness Units (MIIU)
- Community Mental Health Services (added to test of change in January 2022)

To date we have received 52 stories and these have been shared by others 5538 times. To date the majority of responses have been in relation to MIIU. **Appendix 5** provides a summary of feedback received related to what was good about the service people had received.

An evaluation has been undertaken and Angus HSCP has made the decision to roll out the use of Care Opinion across all Partnership delegated service areas, commencing in January 2023, for one year in the first instance.

- **IJB Members development.** As part of ongoing learning and development, Angus IJB members can express interest in health and social care visits on an individual or group basis. Angus IJB members are invited to attend engagement sessions when required. Visits have been arranged for a NHS Tayside Non-Executive IJB Member, NHS Tayside Nursing Director.

IJB Members were invited to attend the following training/development sessions:  
 October 2021- Review of Angus Integration Scheme  
 June 2022 – New code of conduct training (organised by Legal Services)  
 August 2022 - Updated Integration Scheme.

- Members of the **Independent Oversight and Assurance Group for Mental Health** visited Angus in June 2022.
- **Newly Elected Members.** In May 2022 an information session was delivered by the Chief Officer and Chief Finance Officer to the newly elected Members of Angus Council. This session introduced Members to the roles and responsibilities of the IJB and Angus HSCP.
- **Deputations.** Citizens or organisations can ask to make a deputation in response to specific items on the Angus IJB agenda. There has been one deputation in June 2022 in relation to IJB Report 32/22, Supported Accommodation Review.
- **External Reports.** In 2020 the IJB's External Auditors recommended that relevant externally written reports be shared with members of the Audit Committee via Microsoft Teams. Following a successful evaluation, all Angus IJB members have had access to the reports since March 2022. **Appendix 6** lists the thirteen reports that have been shared since October 2021. A further evaluation will be undertaken in April 2023.

**Planned activity for 22/23** will focus on engagement related to the refreshed Strategic Commissioning Plan and activities undertaken to implement the Plan. A refreshed Communication and Engagement Plan will be undertaken in 2023 and presented to the IJB in October 2023.

#### 4. PROPOSALS

Members are asked to note the range of communication and engagement activities that have taken place since October 2021. These are intended to be aligned and to contribute to, the Partnership's strategic objectives.

The Communication and Engagement Plan 2020 - 2023 will be reviewed during 2023. A refreshed plan will be presented to the IJB in October 2023.

## 5. FINANCIAL IMPLICATIONS

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

## 6. RISK

There is a risk of failure to achieve our strategic objectives if we do not engage our wide stakeholder audience, which includes employees, service users, delivery partners and many other groups.

## 7. OTHER IMPLICATIONS

Not Applicable.

## 8. 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.

## 9. 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 2021 – September 2021.
Appendix 3	Feedback from people who have received support from the Enablement and Response Team and Community Alarm Services
Appendix 4	Independent Living Angus promotional Poster
Appendix 5	Care Opinion Feedback Themes
Appendix 6	IJB External Reports shared October 2021- September 2022

## 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. 0.3	October 2022

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	Ongoing	Work ongoing to ensure consistency and accuracy of information on Angus Council and Angus HSCP website.	G
	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. Latest edition September 2022. Working in collaboration with Angus HSCP Workforce Group.	G
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 and reported through CCPG	G
	Increased use social media to promote staff achievements and engage staff across Angus HSCP	Ongoing	Posts shared as appropriate	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	Publicise the case for change for Angus HSCP services and arrange opportunities for people to engage.	Ongoing	A schedule of surveys is produced to encouraging feedback from service users.	G

Goal	Action	Deadline	Update/Status	RAG
service change and we are clear and open about why change is needed	Continue to embed the Care Experience Improvement Model (CEIM)	Ongoing	Latest examples used to inform Urgent and Unscheduled care improvements	G
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	Life Curve: Work commenced to plan and deliver staff awareness sessions and raise public awareness. Aim to increase use of LifeCurve by 10 people each month	Ongoing	Number of LifeCurve sessions undertaken in 2021 = 111. Promotional activities commenced in February 2022. Number of LifeCurves completed from February 2022 – August 2022 = 145.	G
	Develop diary of national condition/topic specific days/weeks and schedule posts on website/FaceBook	Ongoing	Schedule complete. Information regarding 18 national awareness are included.	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 13% from Sept 2021	G
	Hits to website grow by 10% compared to previous year	October 2022	Since October 2021 visitors to the website has	G



Goal	Action	Deadline	Update/Status	RAG
			decreased by 8%.	
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	Awaiting feedback from VAA in relation to community based research.	A
	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 complete.	G
	Test Care Opinion to collect feedback from patients/service users	April 2022	Test of Care Opinion commenced in April 2021. To be rolled out across all HSCP delegated service areas in January 2023.	A

**Appendix 2** Summary of examples of Angus HSCP Engagement Activities undertaken and planned October 2021 – December 2022

Activity																						
	Delivered	Planned for	In Progress	Missed Deadline	Cancelled	2021		2022					2023									
Activity	Facebook	Virtual Meeting	Survey	Staff	Service users/Public	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
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		█																
Homeless Review-Support Needs Assessment Project					Y	█	█	█														
MFE inpatient redesign		Y	Y	Y	Y		█															
Psychiatry of Old Age bed review		Y	Y	Y																		
End of Life Skills Awareness		Y			Y				█	█												
Angus 7 day Adult Community Mental Health Service			Y		Y				█	█												
First Contact Physio Service User Feedback			Y	Y			█															
Workforce Plan			Y	Y																		
MH Service workforce plan																						
Future of Internal Care Homes																						
Angus Living Life Well Plan		Y	Y	Y	Y																	
The Gables				Y	Y																	
International Nurses Day Awareness of nursing role	Y																					
Business continuity Emergency response		Y																				
Kinloch Care Home Survey																						
Hospital Care Manager Review			Y	Y																		
National Care Service Consultation																						
Review of Strategic Commissioning Plan	Y	Y	Y	Y	Y																	
Strategic Commissioning Plan 2023-26																						
Sensory Contract Evaluation			Y																			

### **Appendix 3** Feedback from people who have received support from the Enablement and Response Team and Community Alarm Services

#### **Enablement and Response Team:**

- “I was very weak and lacked confidence when I came out of hospital but girls helped me to regain this, very polite and courteous always helpful and reassuring”
- “I was supported to maintain my independence prior to admission to hospital for an operation and again when I came home and they supported me to get my independence back”.
- “We were both very low after illness, the positive help and reassurance given us by the team has made a great difference to us.”

#### **Community Alarm**

“All the operators are so polite and helpful”

“Always helpful and reassuring”

“Two lovely ladies were very helpful and had me up in no time. Put me to bed and made me comfortable, said to phone if I felt unwell or dizzy and they would come back to help me. Couldn't wish for a better service. Thank you.

**Appendix 4** Independent Living Angus Promotional Poster

WANT TO ADD LIFE TO YOUR YEARS?

**Independent Living Angus  
(ILA) can help you!**



**ILA is a website that provides tools to help:**



**Build a healthy  
ageing plan with  
the LifeCurve™**

**Resolve your everyday  
needs using  
Self-Assessment**



Scan QR Code  
for website

Act now to improve your own health and wellbeing – start your journey towards a better, healthier you by registering on the ILA website!

Check out the website here:

**[www.independentlivingangus.org.uk](http://www.independentlivingangus.org.uk)**

Or contact your local library and ask for help



**Appendix 6** IJB External Reports shared October 2021- September 2022

<b>Date</b>	<b>Name of Report</b>
31/01/22	<a href="#">Audit Scotland Social Care Briefing</a>
08/02/22	<a href="#">Scottish Household Survey 2020 - key findings</a>
22/02/22	<a href="#">Coronavirus (COVID-19): Scotland's Strategic Framework update - February 2022</a>
23/02/22	<a href="#">Coming Home Implementation</a>
24/02/2022	<a href="#">NHS in Scotland 2021</a>
23/03/22	<a href="#">Adult Mental Health Indicator resources</a>
23/03/22	<a href="#">Children and Young People Mental Health Indicator resources - Publications - Public Health Scotland</a>
10/06/22	<a href="#">Audit Scotland - Annual report and accounts 2021/22</a>
24/06/22	<a href="#">Introductory Academic Research   Scottish Covid-19 Inquiry (covid19inquiry.scot)</a>
30/06/22	<a href="#">My Health, My Care, My Home - healthcare framework for adults living in care homes</a>
30/06/22	<a href="#">Audit Scotland Integration Joint Boards: Financial analysis 2020/21</a>
19/07/22	<a href="#">Best Value Assurance Report: Angus Council   Audit Scotland (audit-scotland.gov.uk)</a>
29/09/22	<a href="#">EndingTheExclusion_September2022.pdf (mwcscot.org.uk)</a>