



ANGUS HEALTH AND SOCIAL CARE
INTEGRATION JOINT BOARD – 25 OCTOBER 2023
COMMUNICATION AND ENGAGEMENT UPDATE & STRATEGIC FRAMEWORK 2023 - 2026
REPORT BY GAIL SMITH, CHIEF OFFICER

ABSTRACT

The purpose of this report is to provide an update about communication and engagement activity undertaken from 1 October 2022 – 30 September 2023 and seek Angus Integration Joint Board approval for the Communications and Engagement Strategic Framework 2023-2026. The framework outlines priorities for the next three years (2023-2026) and associated actions.

1. RECOMMENDATIONS

It is recommended that the Integration Joint Board: -

- (i) Acknowledge the progress undertaken to advance the communication and engagement activities of Angus Health and Social Care Partnership during October 2022 – September 2023;
- (ii) Approve the Communication and Engagement Strategic Framework 2023 – 2026;
- (iii) Endorse the Communication and Engagement Strategic Framework Action Plan;
- (iv) Request that a Communication and Engagement section is added to the Integration Joint Board report template; and
- (iv) Request an annual progress report on the implementation of the Communication and Engagement Strategic Framework Action Plan 2023-2026.

2. BACKGROUND

Angus Integration Joint Board has a legal requirement (Section 36 of the Public Bodies (Joint Working) (Scotland) Act 2014) to involve staff, patients/service-users and all stakeholders as we continue to develop effective, robust and sustainable health and social care services for the people of Angus. By stakeholders we refer to people, groups or organisations that have an interest in, or can be affected by what we do.

The Integration Joint Board is committed to involving all stakeholders to help shape our work to improve health and wellbeing outcomes.

3. CURRENT POSITION

Angus Health and Social Care Partnership have a nominated lead for Communication and Engagement together with a newly appointed Strategic Commissioning Assistant - Communication and Engagement. We receive regular support from Angus Council, NHS Tayside Communication Teams and Healthcare Improvement Scotland's Community and Engagement Team. We also work closely with our Community Planning Partners with the aim to minimise duplication and maximise communication and engagement opportunities to enable a place-based and whole family approach to improve health and wellbeing outcomes in Angus.

Integration Joint Board reports often contain information about levels of engagement and how feedback has informed strategic decisions/improvements.

Communication and Engagement Activity

The Angus Health and Social Care Partnership **Facebook, Twitter and Instagram** platforms continue to provide regular updates on a wide range of topics. The number of Facebook followers continues to increase and at the end of September 2023 we have 3,993 Facebook followers, this is a 9% increase compared to the same time last year.

Angus Health and Social Care Partnership website. We continue to improve the content of the website with the aim to attract visitors to the website. We have introduced a carousel which highlights key activities and programmes of work. Between 1 October 2022 to end of September there were 12,832 visitors to the AHSCP website. This is a 5% reduction compared to the same period for 2021/22.

The timely sharing of information online and through social media supports the reputation of Angus Health and Social Care Partnership. A new **Digital and Marketing Group** is in the process of being established which will provide a standardised approach across all online and printed communications with the public, staff and partner organisations.

Podcasts. In September 2023 we launched our new 'Getting to Know Angus Health and Social Care Partnership' podcasts with members of the IJB discussing the purpose and priorities within the Strategic Commissioning Plan. Further podcasts will be issued in due course.

Health Promotion. We continue to encourage appropriate health promotion behaviour and we support local and national information and awareness campaigns on our social media platforms.

Surveys. Members of the public and staff have been invited to contribute to 20 electronic surveys. These have been made available in other formats as requested. Feedback from the surveys have been used to inform improvement.

Media relations. We continue to welcome members of the media to Integration Joint Board meetings, respond timeously to media enquiries and employ proactive media engagement as often as possible. In September 2023 we issued a media release to raise awareness of the launch of the Angus Nature Prescribing Calendar. This was reported by STV news, Radio Tay and The Courier.

Service User Voice Network. We plan to reinvigorate the Service User Voice Network and a meeting will be arranged later in 2023.

Care Opinion. Since we commenced the trial of Care Opinion in Angus in 2022, we have received a total of 171 stories which have been read 19,523 times. From 1 April 2023 - 30 September 2023, when we rolled out Care Opinion across all Angus Health and Social Care Partnership services, we have received 82 stories.

Events. Representatives from Angus Health and Social Care Partnership have supported a range of public events. This includes: Carnoustie Health and Wellbeing Fair in February 2023. The Living Better for Longer event in May identified a range of areas of improvement which are being actioned.

Good conversation Training. In August 2023, as part of the Prevention and Proactive Care Programme, we commenced work with The Thistle Foundation to deliver Good Conversation Training. This practice-based course is for health and care practitioners and is focused on embedding a personal outcomes approach into practice.

Integration Joint Board External Reports. 12 external reports have been shared on the IJB External Reports channel.

Communication and Engagement Strategic Framework 2023 – 2026.

Communication and engagement is recognised as a strategic enabler within the Strategic Commissioning Plan 2023 – 2026.

The Communication and Engagement Strategic Framework 2023 – 2026 replaces and builds on the Communication and Engagement Plan approved by the Integration Joint Board in October 2020 (IJB 69/20). It sets out how we will deliver communication and engagement to support the delivery of Angus Health and Social Care Partnership’s vision and priorities, people who work in Angus Health and Social Care Partnership and its external audiences. The plan includes a range of objectives, and these have been incorporated into an action plan.

The aims of the Communication and Engagement Strategic Framework are to:

- **Raise awareness and understanding:** Raise awareness of Angus Health and Social Care Partnership and what we do.
- **Build Reputation:** Raise the profile of Angus Health and Social Care Partnership, ensuring we are a ‘recognisable face’ within Angus.
- **Listen to Stakeholders:** Ensure the public/service user voice is at the centre of our decisions and there are appropriate structures in place for all stakeholders to feedback questions and comments to help shape the way health and social care services are delivered.
- **Manage expectations:** Help all citizens understand how and why decisions are made, reminding people of how financial and workforce challenges influence what we can and cannot do and confirm that some things cannot change quickly.

As a public body the Integration Joint Board is required to assess the impact of its decisions, changes to policies, practices and services against the requirements of the public sector equality duty and this is recognised within the plan.

The Communication and Engagement Strategic Framework was endorsed by the Strategic Planning Group on 4 October 2023.

4. PROPOSALS

It is requested that a new Communication and Engagement section is added to the Integration Joint Board report template, to ensure the inclusion of the communication and engagement activities undertaken to inform any recommendations.

It is proposed that the Integration Joint Board continues to receive annual updates about Angus Health and Social Care Partnership’s communication and engagement activities.

5. FINANCIAL IMPLICATIONS

There is a small budget to deliver communication and engagement activity on an annual basis. We therefore need to realistic about what we can achieve with the resources currently available to us.

6. RISK

There is little risk in fully communicating and engaging with our stakeholders, however there is a high risk associated with not undertaking these activities effectively.

Risk Description	As a result of a weak Strategic Delivery Plan there is a risk that Angus IJB will be unable to deliver on the priorities within the Strategic Commissioning Plan which would result a failure to improve the health and wellbeing outcomes for the population of Angus.
Risk Category	<u>Reputational, Strategic, Operational, Financial, Quality of Care</u> (please underline)
Inherent Risk Level	Likelihood 5 x Impact 5 = Risk Scoring 25 (Red/ Very High Risk Level)
Mitigating Actions	Implementation of the Communication and Engagement Strategic Framework
Residual Risk Level	Likelihood 5 x Impact 5 = Risk Scoring (Red/ Very High Risk Level)
Planned Risk Level	Likelihood 4 x Impact 4 = Risk Scoring (Amber/High Risk Level)

Approval recommendation	Given our developed understanding of the situation and in line with the IJBs risk appetite, the risk is currently above risk appetite. As per Angus Health and Social Care Partnership risk management process, this risk will be monitored via the Strategic Planning Group and the Clinical Care and Professional Governance Group.
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7. EQUALITY IMPACT ASSESSMENT

An Equality Impact Assessment is required, see Appendix 2.

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 Communication and Engagement Strategic Framework 2023 – 2026

Appendix 2 EQIA