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**To: Renfrewshire Integration Joint Board**

**On: 20<sup>th</sup> November 2015**

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**Report by: Chief Officer**

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**Heading: Participation, Engagement and Communication Strategy**

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## **1. Summary**

- 1.1. The purpose of this report is for the Integration Joint Board (IJB) to note the work to date in developing a Participation, Engagement and Communication (PEC) Strategy.
- 1.2. The strategy details:
- The Strategic Approach to PEC;
  - PEC Objectives;
  - Who we will Participate, Engage and Communicate with;
  - Our approach to building effective Participation, Engagement and Communication;
  - PEC implications on Equalities, Accessibility and Vulnerable Individuals;
  - Strategic Evaluation and Review.
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## **2. Background**

- 2.1. The Public Bodies (Joint Working) (Scotland) Act 2014 puts in place the framework for the formal integration of health and social care services from April 2015, and has significant implications for the future governance and delivery arrangements of adult health and social care services in Renfrewshire.
- 2.2. Under the terms of our Integration Scheme the IJB must develop and approve their Participation and Engagement Strategy within 6 months of the IJB being legally established.
- 2.3. This strategy has been developed by a dedicated workstream, as part of the structured programme of work being progressed to ensure that the IJB deliver on the legal requirements and commitments set out in the Act and Renfrewshire's Integration Scheme.
- 2.4. With the strategy in place, a 2016/17 Participation, Engagement and Communication Implementation/Action Plan will be developed. This plan will set out how the partnership will deliver on its Participation, Engagement and Communication objectives through a defined set of actions.

### **3. Recommendation**

That Integration Joint Board members:

- 3.1. Approve the Participation, Engagement and Communication Strategy, subject to IJB feedback, which underpins how the IJB will:
    - Ensure it has a clear and effective participation and engagement approach which puts co-production at the heart of reforming health and social care services.
    - Effectively deliver its Strategic Plan, which outlines how it will progress and deliver on the agreed 9 national outcomes;
    - Enable the Partnership's vision and make it a reality;
    - Inform decision making processes in the carrying out of integration functions.
  - 3.2. Note that this strategy will be subject to an annual review, which will be shared with the IJB.
  - 3.3. With the strategy in place, a 2016/17 Participation, Engagement and Communication Implementation/Action Plan will be developed.
  - 3.4. Note also that regular Participation, Engagement and Communication updates will be provided to the IJB.
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### **Implications of the Report**

1. **Financial – Nil**
2. **HR & Organisational Development – Nil**
3. **Community Planning - Nil**
4. **Legal – Nil**
5. **Property/Assets – Nil**
6. **Information Technogloy – Nil**
7. **Equality & Human Rights –** The recommendations contained within this report outline a way of working which identifies impact to equalities and human rights throughout PEC activities. If required following implementation, the actual impact of the recommendations and the mitigating actions will be reviewed and monitored, and the results of the assessment will be published on the Council's, Healthboard's or HSPC's website.
8. **Health & Safety – Nil**
9. **Procurement – Nil**
10. **Risk – Nil**
11. **Privacy Impact – Nil**

**List of Background Papers – None.**

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**Renfrewshire  
Health & Social Care Partnership**



# **RENFREWSHIRE HEALTH AND SOCIAL CARE PARTNERSHIP**

## **PARTICIPATION, ENGAGEMENT AND COMMUNICATION STRATEGY**

**November 2015**



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## 1. Introduction

1.1. This Participation, Engagement and Communication (PEC) Strategy is one of our primary documents and outlines how the Integration Joint Board (IJB) will:

- Ensure it has a clear and effective participation and engagement approach which puts co-production at the heart of reforming health and social care services.
- Effectively deliver its Strategic Plan, which outlines how it will progress and deliver on the agreed 9 national outcomes;
- Enable the Partnership's vision and how it works to become a reality;
- Inform decision making processes in the carrying out of integration functions.

1.2. The strategy details:

- The Strategic Approach to PEC;
- PEC Objectives;
- Who we will Participate, Engage and Communicate with;
- Our approach to building effective Participation, Engagement and Communication;
- PEC implications on Equalities, Accessibility and Vulnerable Individuals;
- Strategic Evaluation and Review.

## 2. Proposed Strategic Approach

2.1. Following extensive consultation, Renfrewshire Health and Social Care Partnership (RHSCP), on behalf of the IJB, has developed an organisational 'vision' which captures the type of organisation we are looking to establish. Renfrewshire HSCP's collaboratively agreed vision is that:

***Renfrewshire is a caring place where people are treated as individuals and supported to live well***

2.2. This vision aligns with the legislative purpose of health and social care integration agenda as set out by the Public Bodies (Joint Working) (Scotland) Act 2014.

2.3. The Public Bodies (Joint Working) (Scotland) Act 2014 is new legislation which requires Health Boards and Councils to, as a minimum, delegate adult health and social care services to a new legal entity called an Integration Joint Board. Renfrewshire HSCP has been established to deliver these services on behalf of the Renfrewshire's IJB from April 2016. This Act puts in place the framework for the formal integration of health and social care services, and has significant implications for the future governance and delivery arrangements of adult health and social care services in Renfrewshire.

2.4. The Act places a duty on all IJBs to develop a Strategic Plan. The Strategic Plan is the document that sets out the arrangements for carrying out the integrated functions over a given period and demonstrates how these arrangements will achieve or contribute towards the nine national health and wellbeing outcomes, which are:

**Outcome 1:** People are able to look after and improve their own health and wellbeing and live in good health for longer

**Outcome 2:** People, including those with disabilities or long term conditions, or who are frail, are able to live, as far as reasonably practicable, independently and at home or in a homely setting in their community

**Outcome 3:** People who use health and social care services have positive experiences of those services, and have their dignity respected

**Outcome 4:** Health and social care services are centred on helping to maintain or improve the quality of life of people who use those services

**Outcome 5:** Health and social care services contribute to reducing health inequalities

**Outcome 6:** People who provide unpaid care are supported to look after their own health and wellbeing, including to reduce any negative impact of their caring role on their own health and well-being

**Outcome 7:** People using health and social care services are safe from harm

**Outcome 8:** People who work in health and social care services feel engaged with the work they do and are supported to continuously improve the information, support, care and treatment they provide

**Outcome 9:** Resources are used effectively and efficiently in the provision of health and social care services

2.5 Under the terms of our integration scheme it was agreed we would develop a Participation and Engagement Strategy within 6 months of the IJB being legally established. This strategy will achieve our vision and assist effective delivery of the Strategic Plan. It enables us to deliver our agreed objectives and support our continued pursuit of the 9 national outcomes.



### **3. Participation, Engagement, Communication Objectives**

- 3.1. RHSCP has developed PEC objectives to shape how participation, engagement and communication will contribute to building a successful and effective Partnership:

#### Build Trust and Relationships

- Establish and maintain effective relationships with all stakeholders;
- Increase staff, patient and service users confidence in the HSCP through effective and sustained approaches to participation and engagement;
- Promote accessible and equalities-sensitive ways of communicating and working.

#### Develop Participation and Engagement

- Build on our strong track record to involve staff, parent organisations, people who use and provide health and social care services and key stakeholders such as GPs, other contractors, Engage Renfrewshire and other voluntary sector organisations, in how we work;
- Ensure all staff are aware of the objectives of integration and their roles in achieving these through real participation and engagement, both in how the organisation defines and delivers its ways of working;
- Provide our leader, both managerial and health and social care professionals, with support to build effective two way communication within their teams;
- Promote a culture of participation, engagement, innovation and empowerment with our staff;
- Enable ongoing participation and engagement to develop and improve service quality and performance.

#### Inform and Engage Local Communities

- Use a wide variety of communication approaches and research the most up to date techniques, to effectively connect with the public;
- Ensure that local communities are aware of health and social care information and services available to them so they can make informed choices.

#### Empower and Enable Local Voices

- Empower service users, carers and local communities to have their say on services, and influence improvement and change;
- Enable local communities to have a voice through effective engagement and partnership working;
- Ensure effective consultation in line with the requirements of the Act.

#### Develop Our Identity

- Work collaboratively to shape the culture(s) of our organisation;
- Develop a clear identity which reflects the organisation's values and priorities through consistent use of strong branding across the organisation.

#### **4. Who will we Participate, Engage and Communicate with?**

- 4.1. We have carried out significant stakeholder mapping and will continue to do this as we shape and establish our approaches to effective Participation, Engagement and Communication.
- 4.2. RHSCP will engage, communicate and encourage participation from the following groups, as a minimum:
  - Renfrewshire HSCP staff
  - Local people and service users, building on established approaches to public participation
  - GP and other health and social care professionals
  - Partner organisations – NHS GG&C/Renfrewshire Council
  - Carers
  - Public/voluntary/third sector organisations and build on the long standing work with Engage Renfrewshire
  - Providers of commissioned services
  - Regulating and Professional Bodies
  - Trade Unions
  - Councillors
  - MSPs and MPs
  - Media

## 5. Building Effective Participation, Engagement and Communication

### Communication Approach

5.1. The RHSCP's communication aim is to:

**Provide everyone with consistent and accessible communication which demonstrates a caring, informed and forward-looking organisation.**

5.2. The style and standard of communication will reflect the overall culture of RHSCP and reveal who we are, what we value and the direction we are pursuing. We will be:

- **Open and Honest** – Plain talking and direct as well as truthful and factual
- **Timely** – Up to date information communicated regularly, consistently and quickly
- **Clear and concise** – easy to understand; Plain English and jargon free
- **Accessible** – easy to access through appropriate media/channels and in mixed format (visual plus written) to support understanding
- **Relevant** – Targeted at the needs of the intended audience; appropriate information; informative and useful
- **Inclusive** – Face to face communication wherever possible, designed to encourage and value discussion and feedback, with information available in formats suitable for those people in our community with disabilities and for whom English may not be their first language

## Participation and Engagement Approach

5.3. Integrating adult health and social care services in Scotland seeks to build on what we have learned from Reshaping Care Partnerships – working across sectors and with people and communities.

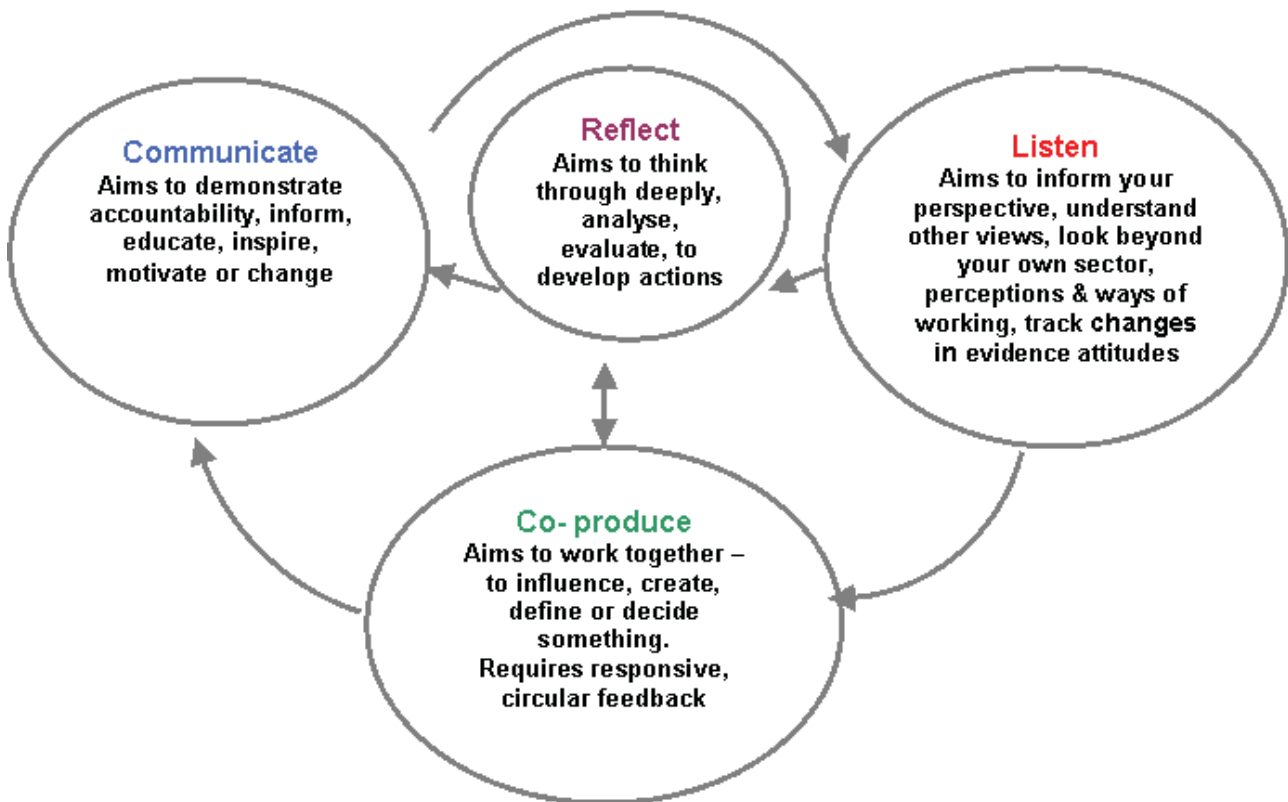
5.3.1 *“Effective services must be designed with and for people and communities – not delivered ‘top down’ for administrative convenience”*

*Joint Improvement Team, Scotland*

5.3.2 Co-production is fundamental to our new integrated Partnership, and the Public Bodies (Joint Working) Scotland Act 2014 has its values and principles embedded in its integration planning principles; strategic planning process and the national health and wellbeing outcomes

This diagram illustrates our desired Participation and Engagement approach, putting co-production at the heart of reforming our health and social care services.

### Stakeholder Engagement Loop



5.3.3 This approach will be set out in our annual PEC Implementation/Action Plan and central to this will be a commitment that:

- We will continually build on established approaches to communicate and engage with our staff – these will include regular internal communication; team meetings and development; individual staff meetings and development and; having a defined approach to service planning, reviews and change.

- We will continue to research best participation, engagement and communication approaches in similar organisations and learn from this wherever we can.
- We will build on our well established work with Engage Renfrewshire, our Third Sector Interface, which provides a dynamic and effective single point of connection with our local voluntary and third sector partner organisations.
- We will continue to review, with our partners, our existing stakeholder groups such as the Joint Planning Groups and Public Partnership Forum to ensure they remain “fit for purpose” and work effectively to secure meaningful and sustainable participation and engagement.
- We will ensure that the approaches set out in this strategy are subject to continuous improvement review to ensure that these are fit for purpose, and take account of all stakeholder groups and feedback.

## **6. PEC implications on Equalities, Accessibility and Vulnerable Individuals**

- 6.1. RHSCP recognises its moral and legislative duty to understand the equalities characteristics of our staff and the local population when communicating and engaging.
- 6.2. Our PEC activity will align to the wider RHSCP equalities objectives in Renfrewshire. RHSCP will work to gain the participation and engagement of individuals who may be marginalised from the traditional PEC methods and approaches.
- 6.3. Some of those who access our services, including children and young people, may have a specific communication requirement (e.g. visually or hearing impaired, additional learning needs, or because English is not their first language). It is therefore important that information is presented in an accessible way, in a range of languages and formats that are easily used and understood by the intended audience.

## **7. Strategic Evaluation and Review**

- 7.1. This strategy will be subject to annual review. Further information on this and our ongoing approach to continuous monitoring and review of our PEC work will be developed as part of our annual review and supporting Implementation Plan.