

North Tyneside Health & Wellbeing Board Report Date: 16 June 2016

ITEM 10 Communications and Engagement
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Report from: North Tyneside Council
Northumbria Healthcare NHS Trust

Report Authors: Jackie Laughton, Head of Corporate Strategy
Claire Riley, Director of Communications and Corporate Affairs,
Northumbria Healthcare NHS Foundation Trust

1. Purpose:

This report considers the outcomes arising from the action day on engagement which was held on 3 March 2016 and outlines the approach to be adopted in organising the Board's action days during 2016/17.

2. Recommendation(s):

The Board is recommended to:

- i. Approve the outcomes from the action day on engagement which was held on 3 March 2016 and the proposed next steps (as set out in paragraph 4 below).
- ii. Approve the proposed approach to organise the Board's action days during 2016/17 (as set out in paragraphs 5-12 below).

3. Policy Framework

This item relates to part 8 of the Joint Health and Wellbeing Strategy 2013-18.

4. Information:

Outcomes from Action Day on Community Engagement

- 4.1 On 3 March 2016, the Board held an action day on community engagement. This involved two sessions; a morning and an afternoon session.
- 4.2 Over the course of the morning, members of the board visited different community groups, organisations and charities to learn more about what they do, and to listen to any concerns they may have.
- 4.3 Some board members spent time chatting to the general public in a shopping centre – finding out their views on health and social care – while others met with the Young

Person's Health and Wellbeing Board to hear about the work they do with professionals to make sure health services are accessible to them and their peers.

- 4.4 Other members joined in with a carers' coffee morning, took part in a GP patient forum, met with a learning disability group and others met with a parents' group that's passionate about improving the lives of children and young people with a disability.
- 4.5 During the afternoon session, those who took part came together to share what they'd learnt and to feedback to the group and agree the next steps.
- 4.6 It was agreed that effective and joined-up communications and engagement across all key organisations will play a key role in the successful delivery of the Health and Well Being Strategy priorities. It was also agreed that to be truly effective, the communications and engagement activity needs to be open, honest and transparent and make use of all available channels through the member organisations on the Health and Well Being Board. It was also agreed that members of the Board need to be actively involved in the communications and engagement activity going forward.
- 4.7 The outcomes from the action day and proposed next steps are as follows
- 4.8 To refresh the Health and Well-Being Board Communications and Engagement Strategy to include
 - (a) an action plan of activity for 2016/17 which will prioritise the following areas:
 - communication of the Joint Strategic Needs Assessment and priorities for the borough;
 - engagement with carers and their representative groups;
 - providing better information, guidance and signposting for professionals, service users, carers and other representatives (building on the SIGN app);
 - using volunteer networks to communicate key messages and to engage with residents;
 - ensuring that the voice of the child/young person is represented throughout awareness training on engagement for professionals;
 - communications and engagement approach to support the development of an Accountable Care Organisation (NB the detailed work to deliver this is being co-ordinated through the ACO Communications and Engagement group which is chaired by Dr Ruth Evans);
 - further action days that provide more opportunities to engage with our residents.
 - (b) a clear explanation of the different levels of engagement (including terms such as co-production)

- (c) a clear description of the various channels available for communications and engagement across all organisations represented on the Board

4.9 It is proposed that the work to refresh the Board's Communications and Engagement Plan and the development of an associated action plan of activity for 2016/17 is led by the Head of Corporate Strategy at North Tyneside Council (Jackie Laughton). This work will be co-ordinated through a refreshed Health and Well Being Communications and Engagement group which will comprise the following core membership of communications/engagement leads:

- Jackie Laughton, Head of Corporate Strategy, North Tyneside Council (Chair)
- Claire Riley, Director of Communications and Corporate Affairs, Northumbria Healthcare NHS Foundation Trust
- Caroline Latta, Senior Communications and Engagement Locality Manager, North Tyneside Clinical Commissioning Group
- Representatives, Newcastle Hospitals NHS Foundation Trust and Northumberland Tyne and Wear Mental Health Trust
- Jenny McAteer, Director, Healthwatch North Tyneside

4.10 Other relevant organisations will be asked to advise or participate in the work of the Communications and Engagement group as relevant.

4.11 The refreshed Communications and Engagement Strategy and associated action plan for 2016/17 will be presented to the Health and Well-Being Board at its next meeting on 15 September.

Approach for Action Days in 2016/17

4.12 Following a development workshop and discussions with the Chair and Deputy Chair of the Board it is proposed that the Board should prioritise one topic for particular attention during 2016/17. It was agreed that the topic would be healthy weight (selected from a range of suggestions).

4.13 It was agreed that three action days would be arranged throughout the year, two to be focussed on the topic of healthy weight and the third to contribute towards the review and refresh of the Health and Well Being Strategy.

4.14 The aim of the action days will be to help the Board to engage with residents, communities and services to help the Board to understand the topic in greater detail and to agree where collective action is required.

4.15 It was agreed that the engagement teams of North Tyneside Council and Northumbria Healthcare NHS Trust together with Healthwatch North Tyneside would be asked to take collective responsibility for arranging the three action days. The proposed timings for the first two action days are early September 2016 (moved from original proposed date of 14 July 2016) and October 2016 with the third in February 2017.

- 4.16 It is proposed that the Health and Well Being Communications and Engagement Group as set out above take on the responsibility for shaping and organising the action days (in support of the lead organisations ie the Council, Northumbria Healthcare NHS trust and Healthwatch North Tyneside).
- 4.17 At this stage preliminary work has been undertaken to plan the first action day. The Communications and Engagement Group will meet in June to finalise the arrangements.
- 4.18 As there are to be two action days proposed for healthy weight it is proposed that the first action day is focussed on gaining a full understanding of the issue; what it means for North Tyneside; any national or regional work on the issue and a clear overview of current activity across the Borough. The action day will identify where more work is needed to either gather more evidence of the issue in North Tyneside or on performance of current activities or services. This will be collated ahead of the second action day.
- 4.19 The second action day on healthy weight will then look at the evidence profile and involve key stakeholders in a process to identify what further actions might be needed to address the issue and what opportunities there might be to secure necessary funding etc. This can then be played into operational plans for the remainder of the year and into the planning for future years.
- 4.20 The third day will be designed to enable a review and refresh of the Health and Well Being Strategy.

5. Decision options:

- i. Approve the outcomes from the action day on engagement which was held on 3 March 2016 and the proposed next steps (as set out in paragraph 4 above).
- ii. Approve the proposed approach to organise the Board's action days during 2016/17 (as set out in paragraphs 5-12 above).
- iii. Not approve the above.

6. Reasons for recommended option:

The recommended option is to approve the outcomes and next steps from the previous action day on engagement so that the Board can ensure a more effective approach.

The recommended option is to approve the proposed approach to organising the Board's action days for 2016/17 so that detailed planning work can be taken forward.

7. Appendices:

The Communications and Engagement Strategy for the Health and Wellbeing Board (October 2015).

8. Contact officers:

Jackie Laughton, Head of Corporate Strategy, Telephone: 643 5724

9. Background information:

The following background documents have been used in the compilation of this report and are available from the author:

The Communications and Engagement Strategy for the Health and Wellbeing Board (October 2015).

Compliance with principles of decision making

Article 13 of the Council's Constitution states that any decision taken by the Council, or any of its committees, must comply with a series of principles listed in the article. To ensure that the Board complies with these principles the following information must be included in reports so that it can be considered by the Board, in making its decision. Even if the report is for information only, it may be appropriate for the Board to be made aware of the financial, legal or other implications relating to the subject matter.

10. Finance and other resources

All organisations involved will be expected to bear their own costs and it is expected that they will manage costs from within existing budgets.

11. Legal

There are no legal matters or implications directly arising from this report.

12. Consultation/community engagement

The recommendations in this report are based on feedback from the Health and Wellbeing Board members. Planned action days in 2016/2017 will provide further opportunity for the Board to engage with residents, users and patient groups.

13. Human rights

There are no human rights implications directly arising from this report.

14. Equalities and diversity

There are no equalities and diversity implications directly arising from this report.

15. Risk management

There are no risk management implications directly arising from this report.

16. Crime and disorder

There are no crime and disorder implications directly arising from this report.

SIGN OFF

Director of Public Health

Chair/Deputy Chair of the Board

Chief Finance Officer

Head of Law & Governance