

Communications and engagement plan 2014-15

Draft framework



1. Principles

Dudley Health and Wellbeing Board has already articulated seven principles which inform the delivery of the vision in Dudley's Health and Wellbeing Strategy. One of these is: **we will work in empowering ways, appreciating the potential of individuals and their communities to maintain and sustain health and wellbeing and the contribution they can make to shaping and delivering services.**

It has been agreed that this principle will underpin engagement and involvement activities, and in addition the following principles be used to guide engagement and involvement.

Engagement is the business and responsibility of every board member

*Engagement is the business of every board member and collectively the board has responsibility to ensure effective engagement is embedded within its day-to-day business and is taking place through the commissioning and delivery of services. Activity and issues should be routinely screened by the board in terms of engagement implications and required actions, the board's capability (and the capability of their partners) to involve local people, and local communities' interest and capability to be involved. **This will be built in to Quality Assurance activity of the board.***

There will be different types and levels of appropriate engagement, depending on the situation

*The board needs a consistent and rigorous mechanism by which it can assess the form that engagement should take as each new issue arises, and to evaluate its success. **Existing community engagement guidance and tools are being reviewed and updated by Dudley MBC and partners, and will be used to help such assessment.***

Engagement activities should be based on evidence of what works

*There are a variety of traditional and innovative ways to connect with the local community, including those people who may be from seldom heard groups. Consideration should be given to the most appropriate methodology and medium for engaging the particular target group concerned. It is important that individuals and communities receive feedback on how engagement activities have influenced the development of board policy, priorities and actions. **Community engagement guidance and standards being developed by Dudley MBC and partners will support officers to do this.***

We will open ourselves to learning about the reach, impact and effectiveness of our engagement

*All engagement activity needs to be evaluated, and the learning collected used to plan and develop future engagement. Any evaluation undertaken should actively involve the key audience for the engagement activity concerned. **Community engagement guidance and standards being developed by Dudley MBC and partners will support officers to do this.***

2. Four types of involvement

We can group the involvement of people in the strategic work of Dudley Health & Wellbeing Board in to four types.

- ▶ **Strategic:** Members of the public and staff who get involved at a strategic level, often due to the position they hold in an organisation. This includes people on boards which have been asked to drive forward specific activity in relation to Health & Wellbeing Board priorities.
- ▶ **Supportive:** Members of the public and staff who are involved by doing, carrying out activity in relation to H&WB priorities.
- ▶ **Generative:** Members of the public and staff who have set up projects or activities independently which support the work or priorities of Dudley Health & Wellbeing Board.
- ▶ **Responsive:** Members of the public and staff from organisations who respond to H&WB communications, opportunities to observe meetings, or invitations to events such as the annual event and spotlight events.

By considering what these types of involvement mean people do, and what they might need, we can consider ways to support each type of involvement :

Type of involvement	What I do	What I need	Our Plan to support engagement
Strategic	Involved at a strategic level, such as being a member of a board, or having responsibilities in relation to commissioning services.	To know what DH&WB expects of me and the board I am part of. To be involved in H&WB priority setting To be given necessary training and support to focus on the priorities within my work where applicable	Website Community engagement standards. Learning opportunities e.g. co-production Planned stakeholder engagement activities
Supportive	Involved through doing, delivering services, activities or projects which are directly contributing to specific areas of focus in relation DH&WB priorities.	As above	As above
Generative	Have set up a project/scheme to fill the gap I have identified.	To be given necessary training and support to be effective in my role. To have a say in H&WB priority setting	Website Community engagement standards. Learning opportunities re asset based

Type of involvement	What I do	What I need	Our Plan to support engagement
		To know how to feed in to DH&WB (via other boards etc.) To be appreciated for my contribution to DH&WB priorities.	working Planned stakeholder engagement activities
Responsive	Attend meetings or events in relation to DH&WB work. Respond to DH&WB communications. Willing to make myself available to give my opinion.	To know what is going on. To be asked and encouraged. To know that what I say makes a difference and to get feedback. Opportunity to get involved Opportunity to get involved in services I use Be able to take responsibility for my own health	Website Also links to other groups/forums e.g. Healthcare Forum, PPGs, Community Forums Social media channels Clear vision and messages Planned stakeholder engagement activities and public consultation events using the existing networks of public and user groups within partner organisations

3. Our Aims

We are aware there is much engagement activity that occurs within Dudley Borough, and that all partners have networks set up for this purpose. Through the Board's community engagement plan and activity we intend to

- Increase awareness of the Board, its role, how to access it and the contribution it makes to the health and wellbeing agenda
- Engage partners and the public in health and wellbeing priority setting and in delivery
- Coordinate elements of engagement across partners in terms of strategic priorities where possible
- Make use of existing user and community networks and staff communication and engagement systems rather than invent new ones. (appendix 1 details examples of networks we can use that are already in place for users and communities and appendix 2 details examples for staff)

4. Key engagement activities 2014-15: goals, targets and resources

Timescales	July 2014	Start June 2014	Oct 2014	Sept to Jan 2014	Feb - Mar 2015
Activity	Annual accountability event	Use of social media as a routine communication for the Board	Develop and maintain H&WB Board website	H&WB priorities in response to JSNA refresh- engagement	Consolidating issues to take forward and approaches
Direct goals	Host an annual event to inspire and engage partners, & to reinforce the role of the Board and the work of the Board during 2013/14	For the H&WB Board and its members to have a presence on social media: twitter, blogging via partner accounts.	Set up website and direct people to it in various ways	Gaining wider perspectives on JSNA and health and wellbeing priorities for people	Feedback to stakeholders involved and check plans
Indirect goals	Promote collaboration	Another channel to engage – especially for younger age groups	People begin to engage more with H&WB agenda. Awareness raised re Board and it's role.	Glean information about approaches to address emerging priorities	Informs 2015-16 implementation plans
Who starts the process	Event planning group	Annual event social media group	H&WB Development Group + DMBC web development team	H&WB Development Group	H&WB Development Group
Resources	Event budget Event planning team Speakers Workshop leads	Partners who use twitter and blogging - organisation/ personal accounts to use a twitter hashtag for DHWB	H&WB Development Group + DMBC web development team	H&WB partner organisations and their user/public networks and volunteers.	H&WB Development Group H&WB partner organisations and their networks and volunteers.
Targets	Involve 150 people across all partners, including at least 50 lay people who work with partner organisations or who receive services.	People who use twitter and blogs	Anyone using the web - general public and partner organisations. Ensure accessibility of site. Make site social Particularly want to engage with councillors and staff within the council and partner agencies	Public and officers in partner organisations Specifically to reach people with physical, mental or learning difficulties, carers, people living in poverty, elderly groups, black and minority ethnic communities, children and young people	People engaged in stage before

**Appendix One:
Existing user and community networks linked to communities of interest (not exhaustive)**

Partners	General Public/ locality networks	Physical, mental and learning difficulties	Black and Minority Ethnic Communities	People living in poverty/ areas of high deprivation	Children and Young People	Elderly	Carers
Council	<p>Public Health Volunteers</p> <p>Community Health Champions</p> <p>Social Media OPH Twitter has over 500 followers</p> <p>Budget engagement and consultation undertaken focussed on services related to adult social care.(DACHS)</p> <p>Annual Adult Social Care Survey provides an understanding of people's satisfaction and outcomes of adult social care</p>	<p>Public Mental Health e-bulletin – distributed quarterly to over 650 community contacts</p> <p>Learning disability Partnership Board comprises a range of agencies, stakeholders and carers of people with learning disabilities.</p>	<p>BME annual event- Oct (DACHS)</p> <p>Community Cohesion Group – Meets Bi-monthly with 15 core members representing front line services engaging with Minority Ethnic communities across the borough</p>	<p>Health and Homelessness Group- Bi monthly meeting of 15 core staff from front line services engaging with service users.</p>	<p>Dudley youth council</p>	<p>Age Alliance comprised of a range of local organizations that focus on key issues related to older people.</p>	<p>Expert Patient's Programme (EPP) Volunteers</p> <p>Carers network that provides regular bulletins and information to over 3,000 carers. 7,500 newsletters have been delivered by the end of 2013.</p>
CCG	<p>A network of 42 Patient participation groups (PPGs) –run in GP surgeries</p> <p>Dudley Borough Healthcare forum –100 members of the public</p>						

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	<p>that meet quarterly</p> <p>Patient Opportunity Panel – (POPs) Strategic meeting of the chairs / vice chairs of all PPGs across the borough.</p> <p>Engagement newsletter – A target audience of 500 – 600 members of the public</p> <p>Dudley CCG Social media channels – Dudley CCG twitter has close to 2000 followers.</p> <p>Feet on the Street – Real people giving their views out and about in Dudley to the camera which is shown at our CCG board meeting.</p>						
DCVS	Health network of local organisations						

Partners	General Public/ locality networks	Physical, mental and learning difficulties	Black and Minority Ethnic Communities	People living in poverty/ areas of high deprivation	Children and Young People	Elderly	Carers
Healthwatch	Community Information Champions						
Fire Service	<p>The 3 fire stations in Dudley all have an active twitter account</p> <p>We are contributors across a wider range of services targeting the most vulnerable</p> <p>Regular press releases regarding fire and road safety</p>	We have various programmes in place that assist in this area especially around children.	A key element to our prevention strategy allows us to target the demographic that are vulnerable to fire from a evidence based approach.	A high risk group relating to fire and a demographic that we specifically target on an ongoing basis through home safety visits	A wider range of activities from key stage 2 visits relating to fire in the home and general safety through to targeted programs working on interpersonal skills and behaviors linking to the Marmot principles.	A high risk group relating to fire and a demographic that we specifically target on an ongoing basis through home safety visits	Working closely with carers to help us identify the most vulnerable to fire through the principles of making every contact count.
Police Service							
DGFT,							
D&WMHT	<p>D&WMH Trust members</p> <p>Over 7,000 public members. A proportion are service users and carers (they state this on</p>	<p>One-in-4 newsletter</p> <p>To engage with trust members – providing updates about what is</p>	<p>Community Development Workers Team</p> <p>Working with local marginalised communities to</p>		<p>Mental Health Youth Forum</p> <p>In planning stages – gives young service users the opportunity to</p>		<p>Mental Health Forum</p> <p>Network of carers groups and others organisations that support people with</p>

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	<p>their membership form). We send out various communications, such as surveys, invites to events, other information from stake holders</p>	<p>happening in the trust, events and courses, reducing stigma, sharing patient stories. Opportunity for members to feedback about Trust services.</p> <p>Stakeholder Engagement Events Inviting local groups and organisations to take part in a Trust stakeholder event/workshops to help us plan for the future provision of mental health services in Dudley and Walsall. Using ideas from our partner organisations to help us to develop our Clinical and Social Care Strategic Vision for 2015-20.</p>	<p>promote mental health and improve equity of access/raise awareness of barriers among service providers</p>		<p>share their views, opinions and ideas</p>		<p>mental health difficulties - to share information and gather feedback about trust services.</p>

Partners	General Public/ locality networks	Physical, mental and learning difficulties	Black and Minority Ethnic Communities	People living in poverty/ areas of high deprivation	Children and Young People	Elderly	Carers
BCPFT							

Appendix Two: Existing staff communication and engagement mechanisms (not exhaustive) (to be completed)

Partners	Staff Communication and Engagement Mechanisms
Council	Quarterly Managers forum Cascade email Management meetings
CCG	
DCVS	

Partners	Staff Communication and Engagement Mechanisms
Healthwatch	
Fire Service	
Police Service	
DGFT,	
D&WMHT	
BCPFT	