

Dudley Health and Wellbeing Board Community Engagement Plan 2014-15



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 Board 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 Board 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 to people 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 Board expects of me and the board I am part of. To be involved in H&WB Board 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 Board priorities.	As above	As above

Type of involvement	What I do	What I need	Our Plan to support engagement
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 To know how to feed in to DH&WB Board (via other boards etc.) To be appreciated for my contribution to DH&WB priorities.	Website Community engagement standards. Learning opportunities re asset based working Planned stakeholder engagement activities
Responsive	Attend meetings or events in relation to DH&WB Board work. Respond to DH&WB Board 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. Raise awareness re Board and its 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
Dudley Council	<p>Public Health Volunteers/Community Health Champions. Social Media OPH Twitter has over 500 followers The council's e-bulletin goes out to 20,000 people</p> <p>Local Account Reference Group facilitates a process of challenge and co-production in the development of the Adult Social Care Local Account.</p> <p>Making it Real in Dudley adult social care in Dudley partnership website (2000+ subscribers and 950 twitter followers)</p> <p>Dudley Council social media channels – twitter has almost 8,000 followers, facebook reaches almost 4,000.</p>	<p>Public Mental Health e-bulletin – distributed quarterly to over 650 community contacts</p> <p>Disability in Action provides peer support, signposting and advocacy with issues arising feeding into ASC planning.</p> <p>Learning Disability Partnership Board engages with people with learning disability and carers of people with learning disability. Peoples Parliament provides a mechanism that holds service areas to account.</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 and Area Forums give young people in School and College Councils, Youth Clubs and Focus groups an opportunity to contribute to the planning of local services.</p> <p>Dudley representation on the Youth Parliament gives local young people a voice at national level</p> <p>Schools, colleges and associated settings survey the health related knowledge and behaviour of children and young people every 2 years.</p>	<p>Adult Social Care Survey is carried out annually and provides widespread feedback on the quality of life experienced by people who use services in Dudley.</p> <p>Age Alliance is a network of older people in the Borough and links into Healthwatch and the Health and Wellbeing Board.</p>	<p>Expert Patient's Programme (EPP) Volunteers support networks</p> <p>Carers Network - Dudley Adult Social Care's Carer's Network had 3,400 members in 2012-13 and during the year 7,500 newsletters were delivered with 1,000 carer's and organizations receiving fortnightly e-bulletins.</p> <p>Carers' Survey is carried out in alternate years and enables carers of people who use services in Dudley the opportunity to comment on the support they receive</p>

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Dudley 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 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>		Targeted piece of work in SWL locality looking at health needs by linking in with existing communities and community development officers	Targeted piece of work in SWL locality looking at health needs by linking in with existing communities and community development officers	Targeted event in November on behalf of HWBB for year 8 students – the Me Festival with a view to repeating annually if successful	Attendance at Age Alliance meetings (MDT)	

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Dudley CVS	<p>Website and a range of blogs – some programme or project specific.</p> <p>Dudley CVS on twitter – 1400+ followers, Dudley Volunteer Centre on twitter – 930+ followers and Dudley CVS staff active on twitter: 3000 + followers.</p> <p>Dudley CVS and Dudley Volunteer Centre both have Facebook pages</p> <p>Dudley Volunteer Centre is open to all.</p> <p>Dudley CVS provide development support to locality based resident-led or co-produced programmes/projects e.g. East Coseley Big Local.</p>	<p>Dudley CVS is an infrastructure organisation. We have 350 affiliated community groups, faith groups, voluntary organisations and social enterprises, all serving communities in Dudley borough. In a given year we provide one-to-one support to around 200 local groups and voluntary organisations (not all are affiliates). Affiliates receive The Echo newsletter monthly and an e-bulletin.</p> <p>Numerous grass roots groups, voluntary organisations and social enterprises affiliated to and/or supported by Dudley CVS in turn support, work with and/or involve disabled people, people challenged by mental health problems, black and ethnic minority communities, people living in poverty, people living in 'deprived' areas, children and young people, older people and carers. Some groups or organisations work specifically with one or more of these categories; others support or involve people without such specific targeting.</p> <p>Dudley CVS facilitates networks and events which bring together staff and volunteers from all sorts of groups supporting or involving people from the above categories, often around topics, themes, programmes of activity or policy. Examples include Talent Match, Building Health Partnerships,</p> <p>Some Dudley CVS officers work with people in the above categories on a one-to-one basis, through referrals in the case of the Integrated Services Plus team.</p>					<p>Dudley CVS supports Dudley Carers Forum http://dudleycarersforum.wordpress.com - providing admin and development support.</p> <p>Dudley CVS employs a Carers Co-ordinator who supports carers on a one-to-one basis.</p>

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Healthwatch Dudley	<p>Community Information Points & Information Champions – Currently 70 registered points & 120 Information Champions</p> <p>Feedback about Dudley Community Informaiton Directory is encouraged via monthly Information Champion feedback surveys</p> <p>Healthwatch Dudley e-bulletin - around 400 subscribers</p> <p>HWDudley on Twitter - over 1000 followers</p> <p>Dudley CVS network of voluntary and community groups via mailing list and Echo newsletter</p> <p>Through topic specific forums and groups that we deliver throughout the yea</p>	<p>Healthwatch Dudley facilitate listening events for people who access mental health services. Next session Nov/Dec 2014</p> <p>Volunteers with specific interest & experience of mental health</p> <p>Also links to:</p> <p>Dudley Voices for Choice HALAS homes Safe Places Network (administered by Dudley Voices for Choice)</p> <p>Queens Cross Network – Centre for physical disability</p> <p>Dudley Advocacy Langstone Society</p> <p>Dudley Centre for Inclusive Living</p>	<p>Healthwatch Dudley reaches out to all communities some of the groups we engage with include:</p> <p>Dudley African Caribbean Befriending Service</p> <p>New Testament Welfare Association – (Activity centre & lunch club for African Caribbean elders)</p> <p>Halesowen Asian Elders Association</p> <p>Yemeni Community Association</p> <p>Halesowen. Dudley Sikh Community Centre</p>	<p>Healthwatch Dudley is particularly keen to listen to lesser heard voices to ensure that decision makers are aware of the health and social care issues and inequalities faced by people who live in deprived neighbourhoods.</p> <p>We have links to:</p> <p>Atlantic House – Recovery in Progress Team</p> <p>Summit House</p>	<p>Young people are a priority for Healthwatch Dudley to ensure that their experiences are included in decisions affecting their health and wellbeing.</p> <p>Healthwatch Dudley is working with Dudley Youth Council has trained young people to review services commissioned by Dudley Council / Supporting People</p>	<p>Healthwatch Dudley has a power to 'Enter and View' public areas of health and social care settings, this includes care and nursing homes. We also have close links with Age UK</p>	

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WM 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>	<p>We have various programmes in place that assist in this area especially around children.</p>		<p>A high risk group relating to fire and a demographic that we specifically target on an ongoing basis through home safety visits</p>	<p>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.</p>	<p>A high risk group relating to fire and a demographic that we specifically target on an ongoing basis through home safety visits</p>	<p>Working closely with carers to help us identify the most vulnerable to fire through the principles of making every contact count.</p>
WM Police Service	<p>Social media networks across facebook/ twitter and websites both as Dudley and force WMP</p> <p>Distribution networks inclusive of N/Hood Watch, Business Watch KIN and IAG.</p> <p>Regular PACT meetings at N/hood level for consultation and issue reporting. Regular community patrol. (face to face contact/ consultation) N/Hood emails accounts and also consultation with local networks.</p>	<p>Regular crime prevention and self awareness talks via the Crime and Vulnerability officer at variety of community venues inclusive of this audience.</p>	<p>Attendance at the BME conference for policing and crime prevention/ vulnerability awareness.</p> <p>Regular talks at community venues by Crime and Vulnerability officer</p> <p>Management and recruitment of third party reporting centers for raised awareness and reporting of Hate crime</p>	<p>Our public / locality networks are inclusive of this group.</p>	<p>Regular contact and engagement with schools via head teachers and pastoral managers. Police princes trust scheme</p> <p>Youth networks inclusive of youth council and CVS groups.</p> <p>Intensive young person support via Police weeks</p> <p>Police princes trust scheme</p>	<p>Various talks at community venues and signposting to supporting networks such as age concern.</p> <p>Use of living well, feeling safe for both increased protection and also engagement.</p> <p>One to one meetings with crime victims</p>	<p>Regular dementia talks inclusive of carers and vulnerable individuals at community centers</p>

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<p>DGFT</p> <p>The Dudley Group NHS Foundation Trust</p>	<p>Website includes directory of services, patient information and feedback opportunity. Social media presence on twitter, facebook planned for 2015.</p> <p>Trust membership magazine to approx 5,500 households. Email news to 8500 members</p> <p>Members health fairs</p> <p>Patient panels – focus groups with interested parties on particular areas of interest.</p> <p>Listening events</p> <p>Health hub in main reception at RHH</p> <p>Patient stories received at monthly Trust Board meetings in public.</p> <p>Council of Governors made up of a mix of publically elected governors and appointed governors engaging with a range of community groups and patient panels at GP surgeries.</p>	<p>In hospital dedicated Learning disabilities liaison nurse who raises awareness and supports training for staff.</p>	<p>Attendance at the BME conference organized by Dudley Council.</p> <p>Links with Halesowen Asian Elders Association</p> <p>Yemeni Community Association</p>	<p>Welfare nurse based in ED hosts regular information/ signposting events for patients/ visitors. Provides individual support for patients/ families in the department about support available to them</p>	<p>Have engaged with Dudley Youth Council on specific age related topics.</p> <p>Recent menu reviews have engaged young people and their families in a 'Chosen by patients' menu</p>	<p>Specific mental health and dementia teams supporting staff and patients with specific information and training</p> <p>Regular dementia friends talks</p> <p>Governors and staff engaged with Older People's Forum</p>	<p>Carers' coordinator post based part time at RHH to help signpost and support carers.</p> <p>Carers tea and chat sessions starting Nov 2014 to</p>

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BCPFT Black Country Partnership Foundation Trust	We're using our position as an NHS Foundation Trust to strengthen our ties with the local community. We have a large and growing membership, and we're always encouraging people to join our Trust as members. Members are kept informed of what is happening in the Trust, and their advice is sought on ways we can improve the effectiveness and responsiveness of our services. Our membership can also help us champion the importance of good health and well-being to the wider public.						

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

Partners	Staff Communication and Engagement Mechanisms
Dudley Council	Quarterly Managers forum Cascade email Management meetings
Dudley Clinical Commissioning Group	Weekly newsletter to all practices and CCG staff Weekly staff meeting at CCG offices Locality meetings every month Membership development sessions bi monthly
Dudley CVS	Lots of face to face conversation, informal catch ups and coffees etc., updates and supervisions. Team and internal working group meetings Staff meetings, annual staff 'away day' (half a day business planning) and evening with Trustees Email (all staff use this, not all volunteers do) Twitter, dudleycvs blog and team/project blogs, e-bulletin and newsletter (all these are external too) Yammer used previously, not currently active

Partners	Staff Communication and Engagement Mechanisms
Healthwatch Dudley	Email Team meetings E-bulletins Yammer Healthwatch Hub
West Midlands Fire Service	Our weekly all-staff e-newsletter Our staff intranet, Daily desktop messages, also a 'to do list' that pings an alert for follow up when vulnerable person involved.. Internal post/targeted emails Our quarterly magazine (which goes to staff and members)
West Midlands Police Service	Monthly newsletter (internal only), Consultation meeting across all ranks (Command Team led). Leadership days and away days, Staff briefings and electronic briefing system, Email, notice board (physical and electronic)
Dudley &Walsall Mental HealthTrust	Wednesday wire internal staff communications, live desk top news feed, monthly team briefings, also internal communications and updates.
The Dudley Group NHS Foundation Trust	Internal 'hub' intranet with 'news' front page, CE update monthly face to face briefing for cascade, CE update monthly video, twitter, notice boards, team meetings, ad hoc CE open forums for all staff, posters, membership newsletters and emails, global emails, staff focus groups on specific topics, live chat with CE, Ask the Board email and specific open forums for different professions with their executive lead.
Black Country Partnership Foundation Trust	Weekly e-bulletin – all staff From December monthly Team Brief – cascade to all staff Quarterly newsletter – 2,000 staff and 6,250 members Annual members event Quarterly Leadership for quality events It's All About you – Clinical time out Joint Staff Side Committee