

Thursday 12 May 2016

## Engagement and Communications Update Report

The purpose of this report is to provide board members with an update of the pre-consultation engagement and communications activity since the last board meeting and to outline the next steps going forward to option appraisal.

### Summary of recent work

Since the last report in February 2016 the team have continued to communicate and engage on the key messages of the programme, focusing on the case for change and, more recently, supporting SaTh in their engagement of the SOC. All forward planning and activities are discussed with the engagement and communications workstream; feedback from patient representatives as well as communications executives is then fed directly into the forward plan.

Engagement activities have included organising and attending pop up engagement events in the different localities (including events in Powys), providing updates and presentations to local boards, groups and forums and digital channels such as Facebook, Twitter and the website. Throughout the process the team have collated comments and feedback from patients and public to feed back into the programme. Activities have also been implemented in accordance to the Board's approved approach to the Welsh pre-election process.

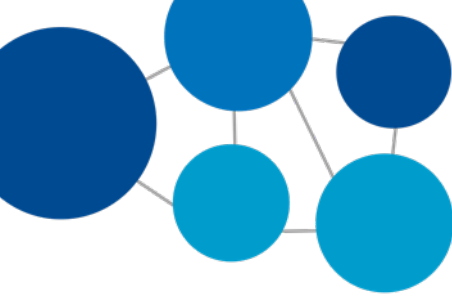
Communications activity have been a mixture of both reactive and proactive including highlights of the CRG meeting and updating public on the CCG letter of support to the SOC and the creation/development of a facebook page. In addition, updating public FAQs, managing media at a number of public meetings and collating a number of unified responses to paper and pressure group queries. Other key initiatives are detailed below:

### Supporting SOC engagement

Since the release of the Strategic Outline Case, the team have supported SaTH in a period of workforce and patient representative engagement, our focus was to ensure that alongside sharing information and gathering feedback on the SOC we were able to provide a wider overview of the NHS Future Fit programme where needed. To date this activity has been mainly with SaTH and Shropshire Community Health Trust workforce and patient representatives as engagement with the general public will commence once there has been full acceptance of the SOC by all key partners.

### Hard to reach groups

As part of our ongoing equalities work and in preparation for the forthcoming Integrated Impact Assessment (IIA), we have worked with a number of third sector partners to conduct specific engagement with hard to reach groups, with a focus on understanding their preferred methods of consultation alongside providing a general overview of the key aims of the programme. This exercise is a vital component on preparing for the forthcoming IIA as we will require strong links to be made with communities from protected characteristics / hard to reach in order to work with them as part of the IIA and formal consultation later in the year. See appendix 1 for more information on specific groups engaged with during this phase.



## Telephone Survey

As part of the forthcoming appraisal process, and in line with the previous two appraisals, the communications and engagement team have been asked to resubmit a report to inform the July appraisal panel with information representing the views of patients and public in the local area. To this end we have commissioned a repeat of the stratified telephone survey of residents across Shropshire, Powys and Telford and Wrekin, with the emphasis of a focus on the revised delivery solutions.

The survey began in April and will conclude in June allowing for a full report to be constructed. The survey will sample 2,450 residents drawn from the five districts of Shropshire, three districts of Telford & Wrekin and the wards on the eastern boundary of Powys. The sample will be split equally across these nine areas. Please note as with the previous surveys, the survey will engage with a representative sample of the population by age, gender, ethnicity and geography.

## Next steps:

The phase of our work will take us to option appraisal, during this time we will be concentrating our resources on communication with a particular focus on media. With the development of the SOC we now have a real opportunity to talk to communities about the key principles of Future Fit and reiterating, with real examples, how we are already as a health economy implementing them and how with the fruition of Future Fit, patients and public will see benefits for them.

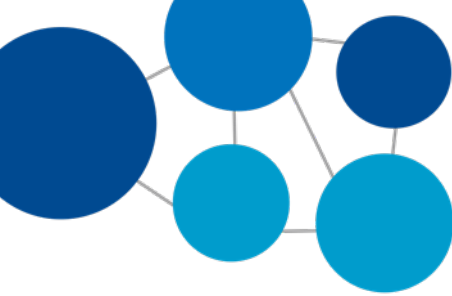
To strengthen our approach and maximise the use of our resources there has been an agreement that all partners will work towards one engagement and communications plan for both Future Fit and also the community strand of work that is currently being developed. Our hope is that we can, with clear areas of responsibilities, provide a range of expertise, clarity of messages across all our activities. We can also enhance individual projects and activities with a joint collaborative approach.

In addition to our own Future Fit engagement and communications work we have also been discussing a wider health campaign for the county that will tie in with day to day activities but retain a focus on

- raising awareness of the system challenges and highlight our initiatives to tackle them
- using the principles of NHS Future Fit to outline the changes being made at a system level e.g. prevention agenda.
- Explain the variety of ways to use the local health care system and how this should start with self-care methods

Example of possible tactics:





## Appendix 1

### Engaging with hard to reach groups

IMPACT AAS are consulting with local residents to ensure that NHS Future Fit incorporates informed comments from all part of the community, but particularly those who can be hard to reach. IMPACTs contribution to this will be to facilitate discussion groups and capture the health experiences of people in the following client groups:

- Substance Misuse
- Homeless people/occupants of HMOs (Houses of multiple occupancy)
- Older people
- Mums with young children
- Faith Groups
- Victims of domestic abuse

To date, IMPACT has engaged with groups with substance misuse issues, homeless, travellers, older people and mums with young children. However, whilst every effort has been made to engage with victims of domestic abuse but this has been unsuccessful. A full report of findings will be available in July for the engagement and communications workstream with the key focus being to engage the groups ahead of any formal consultation so we have made clear links with members of hard to reach communities.