



DUMFRIES AND GALLOWAY
Health and Social Care

COMMUNICATION AND ENGAGEMENT PLAN FOR DUMFRIES AND GALLOWAY'S IJB: EQUALITY OUTCOMES

SEPTEMBER 2016 – MARCH 2017

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Contents

1. Context	Page 3
2. Aims	Page 3
3. Rationale	Page 3
4. Objectives	Page 4
5. Methods of Communication	Page 4
6. Methods of Engagement	Page 4
7. Programme of Engagement Action Plan	Page 5
8. Contact details	Page 9
9. Appendixes	
i. Engagement Timeline	Page 10
ii. Mapping of current Outcomes to Strategic Plan 'we wills'	Page 12
iii. Financial Projection for the year ahead	Page 13

1. Context

It is critical that the Integrated Joint Board (IJB) for Dumfries and Galloway, work to protect the diversity and equality of opportunity for all members of the population. This Communication and Engagement Plan sets out how members of the community with one or more of the nine protected characteristics will be engaged and consulted on the review and development of the IJB's Equality Outcomes.

2. Aims

The aim of this Communication and Engagement Plan is to lay out co-ordinated and planned activities that will ensure an optimal level of engagement. As many people as possible should be offered the opportunity to engage with the review of the existing equality outcomes and take part in the development of the new outcomes for the next four years. With particular targeted attention to the following protected groups in our population:

- Age
- Disability
- Gender (Sex)
- Transgender Identity
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or Belief
- Sexual Orientation

The engagement programme identifies the activities that will take place to ensure everyone has an opportunity to have their views heard.

The programme has been aligned to the National Standards for Community Engagement and the supporting Remote and Rural Advice note, as well as being reported through the online community engagement planning tool VOICE.

Wherever possible engagement activities will link into existing planned events and will be undertaken in collaboration with key stakeholders across the region.

Funding to support the activities outlined in the following programme is essential to ensure that meaningful and expansive engagement can take place in a genuine approach to reach out to groups and representatives from all nine of the protected characteristics.

Costs projected in Appendix 3 are based on enquiries that have taken place and actual costs shared from the learning of the communication and engagement programme around the draft of the strategic plan for health and social care.

3. Rationale

Stakeholders	Reasoning
General Public	People should be given opportunities to be engaged and involved in helping to develop and shape the solutions to the diverse needs of their communities.
Partnership	Working in partnership will maximise the effectiveness of available resources.
People who access services in particular those from the nine protected characteristics	The people who use health and care services will be effectively and meaningfully engaged and involved in discussions on the existing and new equality outcomes
Staff and volunteers	Staff and volunteers across the partnership will be informed and engaged on the development of the equality outcomes to ensure services are deliverable

4. Objectives

a) Ensure that staff, partners, community groups, and individuals have access to the review of the existing IJB Equality Outcomes

b) Ensure that staff, partners, community groups, and individuals have an opportunity to participate and engage in shaping the new draft IJB Equality Outcomes

c) Ensure that this Communication and Engagement Action Plan adheres to the National Standards for Community Engagement, including the remote & rural advice note and protects the diversity of members under the nine characteristics

5. Methods of Communication

- Representatives of the Community Planning Equality & Diversity Working Group
- Representatives of the Equality & Diversity Steering Group
- Cascading of information through wider organisations and groups networks
- Media Coverage
- Equality and Diversity information is available on the DG Change website NHS and Council Intranet Page and stakeholder websites
- Highlight reports, newsletters, bulletins and briefings, presentations
- Translation
- Sensory impairment support
- Transport & travel expenses provision
- Accessible buildings
- Crèche or expenses provision
- Carers support provision

6. Methods of Engagement

- Focus groups
- Information stands at wider stakeholder events
- Media and film production Drop in events in each locality
- Team and group written briefings and verbal updates
- Questionnaires – paper and online
- Linking into annual existing campaigns that highlight various areas of equality and diversity matters

7. Programme of Engagement Action Plan Sept 2016- March 2017

How	Actions	Lead	Log / Timescales	Updates
a) Ensure that staff, partners, community groups, and individuals have access to the review of the existing IJB Equality Outcomes				
Information and Awareness Raising	Circulation of the consultation document and online links	<ul style="list-style-type: none"> • Stakeholder leads • Staff and Workforce Representatives • Locality leads • PHPs • Service managers • Elected Members • Strategic Commissioners • Local groups pertaining to the nine protected characteristics • Equality Leads • Communication teams 	Jan 17 – Feb 17	
b) Ensure that staff, partners, community groups, and individuals have an opportunity to participate and engage in shaping the new draft IJB Equality Outcomes				
Facilitation and Engagement	Engage localities to attend existing events / forums / conferences etc Drop ins 4 x Locality Events Provide a range of information/publicity material <ul style="list-style-type: none"> ○ Engagement posters 	<ul style="list-style-type: none"> • Stakeholder leads • Staff and Workforce Representatives • Locality leads • PHPs • Service managers • Elected Members • Strategic Commissioners • Local groups pertaining to the nine protected characteristics • Equality Leads 	Sept 16 – Feb 17	

	<ul style="list-style-type: none"> ○ Leaflets 	<ul style="list-style-type: none"> ● Communication teams 		
Media	<p>Issue regular press release promoting events</p> <p>HIPPO / Council Intranet Page Flash Ad</p> <p>Information on Integration web page</p> <p>Information on key stakeholders websites</p> <p>Record impact of media coverage</p> <p>Measure traffic on Integration webpage</p>	<ul style="list-style-type: none"> ● Key stakeholders Comm's teams ● Staff and Workforce Representatives ● Equality Leads ● Locality leads ● PHPs ● Service managers ● Elected Members ● Strategic Commissioners 	Oct 16 - Feb 17	
Linking with community groups and members representing the nine protected characteristics	<p>Ensure online links available to wider stakeholders, partners, and community</p> <p>Presentations to service user groups, staff etc</p> <ul style="list-style-type: none"> ○ Age ○ Race ○ Religion or Belief ○ Disability ○ Maternity & Pregnancy ○ Marriage & Civil Partnership 	<ul style="list-style-type: none"> ● Equality Leads ● Staff and Workforce Representatives ● Third Sector Interface ● Locality Leads ● Building Healthy Communities ● Public Health ● LGBT Plus ● LGBT Youth Scotland ● Scottish Transgender Alliance ● DGMA ● Interfaith Group ● Disability Scotland ● Alzheimer Scotland 	Oct 16 - Feb 17	

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	<ul style="list-style-type: none"> ○ Gender (sex) ○ Transgender Identity ○ Sexual Orientation 	<ul style="list-style-type: none"> ● Midwives and maternity ● Community nursing ● Primary Care ● Older People's Consultative Group ● Marriages & Civil partnerships registrars ● CP Equality & Diversity Group ● Equality & Diversity Steering Group 		
c) Ensure that this Communication and Engagement Action Plan adheres to the National Standards for Community Engagement, including the remote & rural advice note and protects the diversity of members under the nine characteristics				
Communication & Engagement	Review approach against National Standards using VOICE <ul style="list-style-type: none"> ○ Involvement ○ Support ○ Planning ○ Methods ○ Working Together ○ Sharing Information ○ Working with others ○ Improvement 	<ul style="list-style-type: none"> ● Equality Leads ● Third Sector Interface ● Communication teams 		
Feedback	Through the CP Equality & Diversity Group and the Equality & Diversity Steering Group HIPPO / Council Intranet Page Flash Ad Information on Integration web	<ul style="list-style-type: none"> ● Engagement partners ● Key stakeholders Comm's teams ● Equality Leads 	Feb 17 – April 17	

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	page Information on key stakeholders websites			
Monitoring and Evaluation	Using the demographics form with additions VOICE online tool	<ul style="list-style-type: none"> • Engagement partners • Key stakeholders Comm's teams • Equality Leads 	Jan 17 – Mar 17	
Final Circulation	Circulate final working draft document	<ul style="list-style-type: none"> • Equality Leads • Third Sector Interface • Locality Leads • Building Healthy Communities • Public Health • LGBT Plus • LGBT Youth Scotland • Scottish Transgender Alliance • DGMA • Interfaith Group • Disability Scotland • Alzheimer Scotland • Midwives and maternity • Community nursing • Primary Care • Older People's Consultative Group • Marriages & Civil partnerships registrars • CP Equality & Diversity Working Group • Equality & Diversity Steering Group 		

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For further information about the communication and engagement activities for the IJB Equality Outcomes please contact the Dumfries and Galloway Equality Leads on:

- Equality Lead for Integration – **Lorrain Hyland** lhyland@nhs.net **01387 220020**
- Equality Lead for NHS Dumfries and Galloway Workforce and Development – **Lynsey Fitzpatrick** Lynsey.Fitzpatrick@nhs.net **01387 244030**
- Policy and Performance Advisor for Dumfries and Galloway Council – Melinda Dolan
Melinda.Dolan@dumgal.gov.uk **07712 666 903**

Or visit the IJB Equality and Diversity Pages:

<http://www.dg-change.org.uk/equality-and-diversity>

IJB Equality Outcomes Engagement Timeline		Responsible Lead	Month / Week commencing													
			August	September	October	November	December	2 nd Jan	9 Jan – 18 Feb	20 – 28 Feb	February	1 – 31 March	30 April			
		Comms														
12	Online survey begins	tbc														
13	Support locality work	Stewartry: S Walker														
14	Public Engagement	tbc														
15	Online survey	L Hyland														
16	Stakeholder led Focus Groups	tbc														
17	Explore Easy Read options	tbc														
18	Date tbc – IJB sign off	tbc														
19	Decision on print versions & order	tbc														
20	Published online	IJB & Diversity Lead														

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Mapping of the existing IJB Outcomes to the 'We Wills...' of the Strategic Plan

The six IJB Equality Outcomes

IJB1 - Healthcare services, developments and policies are better able to meet the diverse health needs of local communities, promote well being and reduce health inequalities, and those who require health services will have more equal access to them

IJB2 - The people who are deemed most at risk from harm will be identified, supported and protected

IJB3 - Person centred care is delivered and meets best practice standards in relation to equality and diversity, where patients can be confident that health services delivered and staff will respect their dignity and identity

IJB4 - Improve the life chances of our people by providing opportunities, information, advice and support for our most vulnerable and disadvantaged people

IJB5 - The people of Dumfries and Galloway, including those with protected characteristics experience an improved sense of community cohesion supported by the contribution of NHS Dumfries and Galloway working in partnership with other local public and third sector organisations

IJB6 - Ensure that the ageing population of Dumfries and Galloway is supported to lead healthy lives in their own community

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National Health and Well Being Outcomes	IJB Equality Outcomes	Strategic Plan 'We Will' commitments
<p>People are able to look after and improve their own health and well-being and live in good health for longer</p> <p>1</p>	<p>IJB4 - Improve the life chances of our people by providing opportunities, information, advice and support for our most vulnerable and disadvantaged people</p> <p>IJB6 - Ensure that the ageing population of Dumfries and Galloway is supported to lead healthy lives in their own community</p>	<p>We will support more people to be able to manage their own conditions, and their health and well-being generally.</p> <p>We will make sure that self-management is included within future strategies and programmes of work.</p> <p>We will develop, as part of a Scottish Government initiative, online access to information and tools to give people the power to take responsibility for their own care</p> <p>We will work with people to support them to lead healthier lives.</p>
<p>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</p> <p>2</p>	<p>IJB1 - Healthcare services, developments and policies are better able to meet the diverse health needs of local communities, promote well being and reduce health inequalities, and those who require health services will have more equal access to them</p> <p>IJB2 - The people who are deemed most at risk from harm will be identified, Supported and protected</p> <p>IJB3 - Person centred care is delivered and meets best practice standards in relation to equality and diversity, where patients can be confident that health services</p>	<p>We will work with people along with partner agencies to identify and make best use of community assets and develop approaches that build strength.</p> <p>work to identify people who have an increased risk of crisis, and develop and put in place action early to tackle this</p> <p>We will deliver healthcare within community settings as the norm and only deliver it within the district general hospital when clinically necessary.</p> <p>We will explore and expand care support that helps</p>

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	<p>delivered and staff will respect their dignity and identity</p> <p>IJB4 - Improve the life chances of our people by providing opportunities, information, advice and support for our most vulnerable and disadvantaged people</p> <p>IJB5 - The people of Dumfries and Galloway, including those with protected characteristics experience an improved sense of community cohesion supported by the contribution of NHS Dumfries and Galloway working in partnership with other local public and third sector organisations</p> <p>IJB6 - Ensure that the ageing population of Dumfries and Galloway is supported to lead healthy lives in their own community</p>	<p>people become more able as both a primary approach and as a model of care and support.</p> <p>We will combine learning from the new Housing Needs and Demand Assessment with the Strategic Needs Assessment to help us with joint planning.</p> <p>We will develop housing-related services that reduce unplanned visits or admissions to hospital and reduce the number of people delayed in hospital.</p>
<p>People who use health and social care services have positive experiences of those services, and have their dignity respected</p> <p>3</p>	<p>IJB1 - Healthcare services, developments and policies are better able to meet the diverse health needs of local communities, promote well being and reduce health inequalities, and those who require health services will have more equal access to them</p> <p>IJB2 - The people who are deemed most at risk from harm will be identified, Supported and protected</p> <p>IJB3 - Person centred care is delivered and meets best practice standards in relation to equality and diversity, where patients can be confident that health services delivered and staff will respect their dignity and identity</p>	<p>We will use feedback from people to develop new approaches to delivering people’s outcomes.</p> <p>We will work to overcome barriers to people taking part in their own care.</p> <p>We will make sure that people have access to independent advocacy if they want help to express their views and preferences.</p> <p>We will finish building the new district general hospital for Dumfries and Galloway.</p> <p>We will make sure that Integration Authority physical assets are safe, secure and high quality</p>

<p>Health and social care services are centred on helping to maintain or improve the quality of life of people who use those services</p> <p>4</p>	<p>IJB1 - Healthcare services, developments and policies are better able to meet the diverse health needs of local communities, promote well being and reduce health inequalities, and those who require health services will have more equal access to them</p> <p>IJB3 - Person centred care is delivered and meets best practice standards in relation to equality and diversity, where patients can be confident that health services delivered and staff will respect their dignity and identity</p> <p>IJB5 - The people of Dumfries and Galloway, including those with protected characteristics experience an improved sense of community cohesion supported by the contribution of NHS Dumfries and Galloway working in partnership with other local public and third sector organisations</p> <p>IJB6 - Ensure that the ageing population of Dumfries and Galloway is supported to lead healthy lives in their own community</p>	<p>We will enable people, especially vulnerable adults, and those important to them, to take part in deciding their own personal outcomes.</p> <p>We will change the focus of contracting from specifying levels of input activity to delivering health and wellbeing outcomes for people.</p> <p>We will make sure that every person who wants to, is supported to develop and review their own health and social-care plan</p> <p>We will measure performance against good practice from elsewhere</p>
<p>Health and social care services contribute to reducing health inequalities</p> <p>5</p>	<p>IJB1 - Healthcare services, developments and policies are better able to meet the diverse health needs of local communities, promote well being and reduce health inequalities, and those who require health services will have more equal access to them</p> <p>IJB2 - The people who are deemed most at risk from harm will be identified, Supported and protected</p> <p>IJB4 - Improve the life chances of our people by providing</p>	<p>We will reduce, as far as possible, the effect of social and economic inequalities on access to health and social care.</p> <p>We will share important learning about health and care inequalities and their causes and consequences across Dumfries and Galloway and use it to encourage change.</p>

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	<p>opportunities, information, advice and support for our most vulnerable and disadvantaged people</p> <p>IJB5 - The people of Dumfries and Galloway, including those with protected characteristics experience an improved sense of community cohesion supported by the contribution of NHS Dumfries and Galloway working in partnership with other local public and third sector organisations</p>	
<p>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</p> <p>6</p>	<p>IJB1 - Healthcare services, developments and policies are better able to meet the diverse health needs of local communities, promote well being and reduce health inequalities, and those who require health services will have more equal access to them</p> <p>IJB2 - The people who are deemed most at risk from harm will be identified, Supported and protected</p> <p>IJB3 - Person centred care is delivered and meets best practice standards in relation to equality and diversity, where patients can be confident that health services delivered and staff will respect their dignity and identity</p> <p>IJB4 - Improve the life chances of our people by providing opportunities, information, advice and support for our most vulnerable and disadvantaged people</p> <p>IJB5 - The people of Dumfries and Galloway, including those with protected characteristics experience an improved sense of community cohesion supported by the contribution of NHS Dumfries and Galloway working in</p>	<p>We will develop a consistent approach across the workforce to make sure that the needs of the Carer are identified and dealt with in their own right.</p> <p>We will work towards becoming a Carer-friendly partnership, supporting staff in their own personal caring roles.</p>

	<p>partnership with other local public and third sector organisations</p> <p>IJB6 - Ensure that the ageing population of Dumfries and Galloway is supported to lead healthy lives in their own community</p>	
<p>People using health and social care services are safe from harm</p> <p>7</p>	<p>IJB2 - The people who are deemed most at risk from harm will be identified, Supported and protected</p> <p>IJB3 - Person centred care is delivered and meets best practice standards in relation to equality and diversity, where patients can be confident that health services delivered and staff will respect their dignity and identity</p> <p>IJB6 - Ensure that the ageing population of Dumfries and Galloway is supported to lead healthy lives in their own community</p>	<p>We will make care as safe as possible by identifying opportunities to reduce harm.</p> <p>We will make sure that all staff can identify, understand, assess and respond to adults at risk.</p> <p>We will make sure there is a safe and efficient move from the current</p>
<p>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</p> <p>8</p>	<p>IJB1 - Healthcare services, developments and policies are better able to meet the diverse health needs of local communities, promote well being and reduce health inequalities, and those who require health services will have more equal access to them</p> <p>IJB3 - Person centred care is delivered and meets best practice standards in relation to equality and diversity, where patients can be confident that health services delivered and staff will respect their dignity and identity</p> <p>IJB4 - Improve the life chances of our people by providing opportunities, information, advice and support for our most vulnerable and disadvantaged people</p>	<p>We will support staff to be informed, involved and motivated to achieve successful outcomes.</p> <p>We will develop a plan that describes and shapes our future workforce across all sectors.</p> <p>We will provide opportunities for staff, volunteers, Carers and people who use services to learn together.</p> <p>We will aim to be the best place to work in Scotland.</p> <p>We will deliver a single system that enables public sector staff to access or update relevant information electronically.</p>

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	<u>PLUS Workforce Outcomes</u>	
<p>Resources are used effectively and efficiently in the provision of health and social care services</p> <p>9</p>	<p>IJB1 - Healthcare services, developments and policies are better able to meet the diverse health needs of local communities, promote well being and reduce health inequalities, and those who require health services will have more equal access to them</p> <p>IJB3 - Person centred care is delivered and meets best practice standards in relation to equality and diversity, where patients can be confident that health services delivered and staff will respect their dignity and identity</p> <p>IJB5 - The people of Dumfries and Galloway, including those with protected characteristics experience an improved sense of community cohesion supported by the contribution of NHS Dumfries and Galloway working in partnership with other local public and third sector organisations</p>	<p>We will involve staff to develop a new culture that promotes different ways of working for the future.</p> <p>We will reduce variation in practice, outcomes and costs which cannot be justified.</p> <p>We will develop a plan to make sure we use physical assets, such as buildings and land, more efficiently and effectively.</p> <p>We will identify long-term solutions to providing both care-home and care-at-home services.</p> <p>We will develop a programme of technology enabled care that supports the development of new models of care and ways of working.</p>

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