Community Health and Social Care (DGHSCP)

Development of Community Bed Model

Draft Communication and Engagement Strategy

CONTENTS

INTRODUCTION

A review of the current community inpatient and residential facilities and services in Dumfries & Galloway will inform and enable the development of a new, flexible community bed model that ensure people are supported by the right person, at the right time and in the right place. A flexible community bed model will be fundamental to delivering on the best possible outcome for each individual to live:

- Independently and well in their own home wherever suitable/possible
- If it is not suitable/possible for an individual to live in their own home that they are in the right setting for the right length of time (hospital, care home, supported living accommodation).
- In an environment that is safe, sustainable with effective care and support

A new, flexible community model for inpatient and residential facilities is part of a bigger programme of change all parts of which are connected and interdependent to varying degrees. That programme, Community Transformation, is a significant and complex change across health and social care in our communities throughout the whole of the region.

As well as reviewing existing community inpatient and residential facilities across Dumfries and Galloway, the review will also identify other community bed models across Scotland and the UK with the full engagement of local people, professionals and health and social care agencies. Following completion of the review, it is anticipated that recommendations on the development of a new flexible Community Bed Model will be drawn up and a public consultation will be held to seek feedback on the proposed recommendations to transform community inpatient and residential facilities across the region.

We have a responsibility to communicate to and engage with our stakeholders the purpose of the review, the progress of the review, outcomes of the review and to be receptive to feedback and input.

AIMS

- to inform
- to raise awareness
- to promote widespread engagement in identifying flexible community bed models
- to promote positive attitudes/positive thinking about a new model for inpatient and residential facilities and services in the community
- to prepare stakeholders for the change with the subject of this review and the bigger change that is Community Transformation

OBJECTIVES

- Identify key stakeholders
- Prioritise stakeholders
- Communicate available and relevant information to stakeholders
- Use a wide range of platforms for communication
- Use accessible formats
- Engage with stakeholders in person/online – setting out clearly the purpose of each engagement to ensure best experience and outcome
- Promote and review the effectiveness of the Communication and Engagement Strategy

KEY MESSAGES

Underpinning all communications are key messages and essential information that all persons involved in any way with communicating to or engaging with stakeholders should refer to. The key messages and essential information should be tailored appropriately for the stakeholder and means of communication or engagement being used.   Some of these key messages will feature in communication and engagement for all aspects of Community Transformation. Some are specific to the review of inpatient and residential services throughout the region and the subsequent development of a new model.

It is essential that this strategy is connected to the other parts of Community Transformation and the communication and engagement work undertaken for them.

- The review is to inform and enable a new model for community inpatient and residential services for the whole of the region
- Best possible outcome for each individual to live as independently as possible and in their own home where possible
- If it is not suitable/possible for an individual to live in their own home that they are in the right setting for the right length of time (hospital, care home, supported living accommodation).
- All individuals should be in an environment that is safe and sustainable with effective care and support
- Part of a bigger programme of change - Community Transformation

STAKEHOLDERS

Stakeholders listed in this strategy are in some parts in summary. The detail of which; a wide range of stakeholders, the varying degrees to which we will be required to communicate and engage, and the priority in which we undertake that activity will be set out in a communication and engagement plan.

Decision-making Groups	Community Transformation Programme Board
	Community Health & Social Care Directorate
	DG HSCP Governance & Performance Committee
	DG IJB

HSCP Staff	All staff
	Specific staff groups

Independent Contractors	GPs/Practice Managers/Pharmacists/Optometrists/Dentists
	Pharmacists
	Optometrists
	Dentists

Partner Organisations Staff and Service Users	Third and Independent Sector Staff and Service Users

General Public	Community Groups Unpaid Carers Groups

Press/Media/Social Media	Local – proactive/reactive
	National – not proactive, respond to enquiries as appropriate

Communication and Engagement Action Plan

The DGHSCP communications team will create an action plan of communication and engagement activity for this strategy. This will require input from members of the team carrying out the review of current community inpatient and residential facilities and services.

This should connect with action plans for communication and engagement for other parts of Community Transformation, to ensure consistency, continuity and options to tap into opportunities to inform, raise awareness and gain input from stakeholders.

Means of communicating and engaging

- NHS D&G internal platforms/routes - intranet/ontheground staff e-magazine/Core Briefing/all user email
- DG Council and partners internal communications platforms/routes
- Engagement sessions with priority stakeholder groups (in person /online)
- Information stands (manned/unmanned depending on content on display)
- Public websites
- Press/media/social media   (pro-active/reactive)
- MP/MSP/Elected Member briefings (pro-active/reactive)

6th January 2022