



Integration Joint Board  
Performance and Finance Committee

24<sup>th</sup> March 2022

This Report relates to  
Item 5 on the Agenda

## **Outline Communication & Engagement Plan Community Transformation Programme**

*Paper presented by Stephanie Mottram*

*For Noting and Discussion*

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<b>List of Background Papers:</b>	Strategic Commissioning Plan – Communication and Engagement Plan National Standards for Engagement
<b>Appendices:</b>	N/A

## 1. Introduction

In December 2021 there was agreement to re-establish the Health & Social Care Partnership (H&SCP) Programme Boards with the introduction of a new Community Transformation Programme (CTP) and associated governance board. The CTP incorporates three main projects which are in progress:

- Home Teams
- Care and support at Home
- Community Bed provision.

In circumstances where there are interdependencies across the three main projects a systematic approach needs to be taken to ensure optimal communication, engagement and consultation across the programme to ensure outcomes and deliverables are met.

A draft outline plan for phase 1 of the CTP is described in Section 3 below for consideration.

## 2. Recommendations

**The IJB Performance and Finance Committee is asked to:**

- **Note the outline Communication and Engagement Plan for CTP**
- **Provide expert guidance and feedback to shape the outline plan**
- **Identify key contacts from the IJB to act as expert advisors to provide ongoing guidance in development of the plan.**

## 3. Background and Main Report

The first step will be for the Community Transformation Programme Board (CTPB) to set clear and measurable objectives for the programme communications. It is anticipated that individual work streams will have additional communication objectives. These should be agreed by the programme board in order to ensure a prioritised approach that makes the best use of available resources and that there is optimal communication, engagement and consultation in the development of new models for care and support.

The communication and engagement plan will take cognisance of the 7 National Standards for Community Engagement: Inclusion, Support, Planning Working Together, Methods, Communication, and Impact.

This cannot happen without people – the audience. People are our greatest asset, which is why it is important to ensure people from across the region are invited to “join the conversation” to shape and influence our new models of care and support.

A mapping exercise will be carried out to identify relevant stakeholders, this will be inclusive in approach and will reach out to people who might otherwise be excluded or marginalised. This will include Health & Social Care Partnership staff and partners, General Practitioners and their wider team, other Independent Contractors, Elected Members, those who receive care and support, their Carers, families and members of the public.

As we look to move to recovery from the Covid-19 Pandemic, there will still be challenges regarding participation, engagement and consultation. Whilst we wish to ensure our engagement to develop and shape services is robust and effective as possible, we must prioritise people’s health, safety and welfare and virtual approaches will still need to be a consideration for the foreseeable future.

A set of key messages will be developed, along with the strategy for communicating these, based on audience insights identified during the stakeholder mapping exercise. The strategy will set out effective ways of bringing to life the key messages for stakeholders. This is expected to include use of case studies and communications materials to present a clear and vivid vision of how care and support models can be provided in the future.

Wherever possible, communication, engagement and consultation activities will link into existing communication channels, including planned meetings and events, staff bulletins, websites, social media, partnership websites, presentations and briefing sessions. This will be undertaken collaboratively across the Partnership.

Given the level of change required across the CTP a short, medium and long term plan will be developed over the course of the next few months, once the CTP Board is fully established and operational. In the meantime, to support the CTP Board whilst it is in its infancy, draft high level output requirements and milestones are provided below for feedback. This high level plan covers all 3 Projects within the CTP and will run concurrently over the coming 12 month period.

IJB members are invited to support and inform further development of these to full plan, with a particular focus on the key messages, content and public engagement requirements.

**Key Deliverables**

**Milestone**

**Phase 1:**

Establish Programme Board	March 2022
Key Programme Deliverables for Communications agreed	April 2022
Stakeholder Mapping Exercise	May 2022
Key Messages/ Content/ Format Development	April –May 2022
Public Engagement: Listening, exploring and understanding Good Conversation	June – Sept 2022
Key Partner/ Stakeholder Engagement (focus groups)	June – Sept 2022
Lived Experience Narrative Building (focus groups)	June – Sept 2022
Analysis and Evaluation of Findings	Sept - Oct 2022
Development of Options	Oct – Dec 2022

**Phase 2**

Sharing of Findings and New Models of care and support	Jan – March 2022
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**Phase 3**

Dynamic review	Ongoing
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**4. Conclusions**

The communications and engagement plan for CTP is in its infancy, the high level plan is provided to inform IJB members and offer opportunity to shape and influence development of the full plan from the outset.

**5. Resource Implications**

There is potential that external resource may be required in Phase 2 to support facilitated public consultation.

**6. Impact on Integration Joint Board Outcomes, Priorities and Policy**

The Community Transformation Programme contributes to the delivery of the key strategic commissioning intentions, the National Health & Wellbeing Outcomes for Health & Social

Care and aligns with the 10 areas of focus set out in the current approved Strategic Commissioning Plan.

## **7. Legal and Risk Implications**

At this initial stage there are no legal issues or risks that may arise relating to the Integration authority for the constituent partners. As the plan develops any identified legal issues or risks will be included in the analysis and evaluation stage of the plan.

## **8. Consultation**

This is a draft outline plan which requires to be developed over the coming months and consultation will take place through the appropriate channels via the Community Transformation Programme Board governance structures.

## **9. Equality and Human Rights Impact Assessment**

An Equality and Human Rights Impact Assessment will be carried out as part of the Community Transformation Programme in accordance with the needs set out in section 149 of the Equality Act 2012.

## **10. Glossary**

All acronyms must be set out in full the first time they appear in a paper with the acronym following in brackets.

<b>CTP</b>	<b>Community Transformation Programme</b>
<b>EQIA</b>	<b>Equalities Impact Assessment</b>
<b>HSCP</b>	<b>Health &amp; Social Care Partnership</b>
<b>IJB</b>	<b>Integration Joint Board</b>