

**Telford and Wrekin
Health and Wellbeing Board (HWB)**

**Communication and Engagement
Framework**

2012/13

Logo's to be confirmed

Introduction

This document provides a strategic framework within which the Health and Wellbeing Board (HWB) can coordinate and deliver high quality communication and engagement with stakeholders and local people; to drive, support and promote the work of the Board.

The framework has been developed in consultation with NHS Telford and Wrekin, Telford and Wrekin Clinical Commissioning Group, Telford & Wrekin Local Involvement Network (LINK) and Telford & Wrekin Council.

In early Spring 2013, this framework will be reviewed, before the Board takes on its full statutory role from April 2013.

What does the HWB need to achieve?

The HWB has a duty to encourage integrated working between local health, social care, health-related and other public services. The HWB, will principally, be guiding and overseeing:

- The ongoing development of the joint strategic needs assessment (JSNA)
- The development of a high-level joint health and wellbeing strategy (JHWBS), based upon the findings of the JSNA
- The establishment of sound joint commissioning arrangements
- The development of Healthwatch for public and patient engagement and involvement
- The transfer of local public health responsibilities and arrangements to the local authority

What can high quality communication and engagement achieve?

Local people should have access to high quality joined up health and wellbeing services. Through communication and engagement, local people should feel they know about how to access services and where to find assistance and information, how to stay healthy and independent and how to get involved in decision making.

The Board wants to make sure that local people are supported to get involved in the services they receive and that they have a greater influence over decisions. They will do this by:

- Supporting commissioners and providers in their duty to involve local people and stakeholders in more service planning and delivery.
- Keeping stakeholders informed on a regular basis about the work of the HWB.
- Identifying appropriate communication and engagement tools and channels.
- Ensuring all information is accurate and accessible using a range of media and formats.
- Engaging regularly with local people and stakeholders to understand their concerns and issues.
- Demonstrating how the HWB makes use of the information they receive through engagement.
- Ensuring 'seldom heard' communities are communicated with and actively involved.

Purpose of the Communication and Engagement Framework

- Establishes a common understanding of and commitment to high quality communication and engagement across all organisations, partnerships and sectors in the HWB.

- Sets out a clear commitment and specific standards of communication and community engagement that all members of the HWB are signed up to.

Links to strategies, frameworks and plans

For reference, the following action plans sit under the HWB Communication and Community Engagement Framework:

- HWB Communications and Engagement Plan 2012/13
- Communications and Engagement Plan 2012/13 for the Telford and Wrekin Clinical Commissioning Group
- Communications and Engagement Strategy 2012/13 – part of the Public Health Transition Plan for Telford and Wrekin.

Shared definitions

People engage with public services and their community in many different ways – for some people this may simply be seeking information about local services, others will want to be actively involved in decision-making. We need to offer opportunities and a range of ways for people to communicate with and engage with the HWB right across this very broad spectrum.

What do we mean by local people?

Local people covers patients, service users, carers, residents, those who work or study in the area and visitors.

What do we mean by stakeholders?

Stakeholder covers staff, commissioners, service providers, Councillors, Parish and Town Councillors, MP's, LINK/Healthwatch, primary care, medical practices and other medical contacts, performance and accountability bodies, public organisations, local third sector organisations and groups, businesses, private sector, faith organisations, partnership boards, wide range of networks and interest groups, consultation forums and groups.

What do we mean by 'communities'?

There are three types of community:

- Communities of place or geography e.g. people who live, work or undertake activities in a certain area.
- Communities of identity – people who belong to a certain group e.g. age group, ethnic group, faith group, similar profession or place of work or people with a shared social background.
- Communities of interest e.g. interest in arts or culture, the environment, a sport, or the use of a particular facility or service.

What do we mean by communication?

By communication we mean informing, talking and listening to local people and stakeholders in an open, transparent and honest way. Communication is essential for the HWB and is key to establishing trust and confidence and a two-way dialogue with stakeholders and local people. Information is an essential element of customer focus and community engagement.

High quality communication should:

Inform e.g. provide people with accessible information on services and health and wellbeing opportunities.

Promote e.g. raise awareness of the Board and its role.

Influence e.g. social marketing approaches that target communities and promote wellbeing.

Assure e.g. give people reassurance and confidence in their services through proactive communications.

What do we mean by engagement?

Engagement is used to describe a range of meaningful actions and activities which organisations take to inform, consult, involve, listen and respond to local people and stakeholders, through ongoing relationships and dialogue. There are different words used to describe engagement i.e. participation, involvement, consultation and research.

This framework defines engagement as incorporating the following range of activity – consulting, involving, collaborating and empowering. No single type of activity is more or less important than another.

Consultation - is the dynamic process of dialogue between individuals and groups, based upon a genuine exchange of views. Services seek advice, information and opinions about strategies, policies and services, to inform their decision making. Services make decisions influenced by the knowledge they have gathered through consultation. Examples include many familiar activities such as surveys, research projects, public meetings and local forums.

Involvement - provides local people with opportunities to have their say and get involved in activities over and above being informed and consulted. This relates to the most interactive forms of engagement, giving local people greater influence over decisions, service delivery and outcomes, on an ongoing basis. Examples include: Co-design of policies and services, assessment of services, providing feedback on decisions, services, policies and outcomes.

Collaboration – to partner with local people and stakeholders in each aspect of the decision, including the development of alternatives and the identification and delivery of the preferred solution e.g. Health Action Group which involves community groups, patients and public organisations working together to improve Carer's health and wellbeing.

Empowerment - is the outcome of engagement and other activities. The goal of empowerment is to provide opportunities and resources for groups and individual local people to be part of solutions by valuing local talent, knowledge and skills e.g. Local voluntary group providing opportunities for children with disabilities to meet, socialise and have fun.

Who is our audience?

We have identified that our audience is local people and stakeholders and that communication and engagement needs are different in different settings and we need to be creative and flexible. One size will not fit all and one method will not work for all.

We also acknowledge staff delivering a wide range of health, care and wellbeing services are crucial to delivering strategic change and improving user experience. We need to ensure staff are informed, updated with progress and importantly are part of making decisions about services and priorities. Staff are also key to engaging with groups and individuals; but they will need to have the interpersonal skills, the know-how, capacity and confidence to engage with local people.

Target audience

We hold a contact list of our target audience, which is a list which continues to be updated. For the purposes of the framework, we have identified categories of our target audience and offered a description (which is not exhaustive).

Category	Description
Local people	<p>Telford and Wrekin residents (approx 170,300)</p> <p>Patients and service users (including people from outside of Telford and Wrekin - right to choose)</p> <p>Carers</p> <p>People who work, study in and visit Telford and Wrekin</p> <p>People in greatest need (those people and communities who, either by lifestyle or social circumstance, experience poorer health and wellbeing)</p> <p>Those individuals and groupings who are under-represented and experience barriers to involvement, equality of access and communication i.e. Seldom heard communities</p>
Staff and commissioners	Staff who work both directly and indirectly in health and wellbeing services
Service providers	Wide range of health and wellbeing service providers including independent contractors and the third sector
Local democracy	Elected representatives
Strategy, policy, planning and scrutiny groups	Range of strategic partnerships and Strategic Partnership
Performance and accountability bodies	Governing bodies
Primary Care	Including hospitals, medical practices and other medical contacts
Advocacy organisations and groups	Organisations which advise people and/or support individuals/groups to put their views forward
User groups, partnership boards, and consultation forums	<p>People in direct receipt of services and those who care for them</p> <p>Partnership boards and consultation forums that have been set up to resolve health and wellbeing issues and those that represent community interests</p>
Third sector organisations	Wide range of community and voluntary sector organisations and groups
Services for the public	Including the business community, education, housing, faith organisations etc.

The HWB commitment and standards for communication and engagement

Organisations, partnerships and sectors within the HWB will commit to:

- ❖ ensuring all communication and engagement activity has **clarity of purpose**, and is **clear** about what **local people** are able to **influence**.
- ❖ integrity in all communication and engagement activities, ensuring a **consistent, open** and **honest** dialogue, and that information is accurate, timely and supports the HWB brand.
- ❖ ensuring communication and engagement is **accessible** and tailored to individuals and communities **needs**, and where appropriate **targets** specific communities.
- ❖ planning communication and engagement activity carefully, ensuring a **balance** in relation to what that activity seeks to achieve and the **resources** available and ensuring it supports the delivery of the HWB priorities.
- ❖ improving **co-ordination** between all organisations, partnerships and sectors, to ensure more **effective planning** and implementation of communication and engagement activities which takes into account local knowledge and intelligence and **avoids duplication**.
- ❖ treating participants with **respect** and ensuring the **safety** and **well being** of participants by taking account of existing **safeguarding frameworks, confidentiality** and **data protection** guidelines.
- ❖ providing individuals and communities with the information, advice and **support** they need to develop their **confidence, skills, knowledge** and ability to **participate** in engagement activities.
- ❖ working to ensure that **staff** responsible for communication and delivering engagement activities have the **skills** and **capacity** to deliver high quality activities, that are creative and build upon best practice.
- ❖ using the **results** of engagement activities and feedback from communications to **inform** our **policies, plans** and **services**.
- ❖ providing **feedback** to local people about the engagement activity and how the community's input contributed to the decision making process.

- ❖ **monitoring** and **reviewing** the effectiveness of communication and engagement activities and using this information to inform our future activity.

For more information about the HWB Communication and Community Engagement Framework 2012/13 please contact

Paul Taylor, Assistant Director Social Care Specialist, Telford & Wrekin Council, 01952 381200, paul.taylor@telford.gov.uk

Nigel Newman, Communication Manager, Telford & Wrekin Council, 01952 382403, nigel.newman@telford.gov.uk

Andy Challenor, Community Engagement and Equalities Manager, Telford & Wrekin Council, 01952 385103, andy.challenor@telford.gov.uk

Sian Huszak, Lead Commissioner Quality, Patient & Public Involvement (PALS & Self care management), NHS Telford and Wrekin, 01952 580472, sian.huszak@telfordpct.nhs.uk

DRAFT