

**COMMUNICATION AND ENGAGEMENT PROGRESS REPORT**

**ANDY CHALLENGOR COMMUNITY ENGAGEMENT AND EQUALITIES MANAGER**

**WORK COMPLETED**

**Joined up working**

- Communication and Engagement Framework agreed at the HWB Board
- Communication and Engagement Steering Group established with leads from the Council and NHS
- Created a joined up and coordinated Communication and Engagement Action Plan for the future of health and wellbeing (including the PHT and HWB action plans - cross referenced against the CCG Action Plan)
- Action plan can be viewed on the PHT extranet site

**Webpage created**

- Health and Wellbeing web page [www.telford.gov.uk/hwb](http://www.telford.gov.uk/hwb)
- Web page includes key strands - Health and Wellbeing, Healthwatch, CCG, Your Views Matter - consultations and information on the HWB including dates, minutes and agenda
- Template designed to gather regular health updates and leads identified
  - Healthwatch – Chris Harrison
  - HWB and PHT – Paul Taylor and Clare Hall-Salter
  - CCG – Jenny Fullard
- NHS pages on CCG link through from the Council's HWB page

**HWB priorities consultation**

- Carried out a HWB priorities consultation from July to end of August. We have received 749 completed surveys (620 from the Community Panel and 129 from other stakeholders)
- Key stakeholders including ward, town and parish councillors received a letter from Cllr Overton signposting to the HWB priorities consultation
- External communication to support up take in priorities consultation. Press release around priorities consultation and future of health and wellbeing
- Priorities consultation sent out to Council staff and NHS/PCT staff to take part in the survey
- Reminder external communication sent mid August, to local people and stakeholders to complete the priorities survey by 31 August

**External communication**

- Full audience database of stakeholders compiled (Council and NHS) and published on the extranet site
- Email sent to all stakeholders signposting the HWB webpage
- Agreed initial key communication messages around the future of health and wellbeing
- Agreed a route to be informed of current key messages and actions around HWB (and PHT)

## WORK ONGOING

- Stakeholder engagement within the development of Healthwatch
- To clarify how PHT currently commission and deliver communication and engagement activity – plus current commitments against the budget for communications
- Newsletter on progress of HWB in September

## STAKEHOLDER EVENT

- Initial feedback from the stakeholder event published on the HWB webpage
- Key leads for the themes delivered at the stakeholder event to edit their information received and put into a format that people will understand how they are going to use this information gained from stakeholders. We will need to find a way to clearly demonstrate how stakeholders have influenced the HWB priorities

Feedback from event participants on how the HWB needs to communicate and engage with stakeholders and local people below:

### **Who do we communicate and engage with?**

- Participants offered pathways to engaging with a wide range of service users/clients – this information will be used as part of the ‘audience database’
- Involve community projects, schools, local groups, churches, public houses, sports organisations etc
- Council links with partnership boards should be a conduit to feed information and concerns back to the HWB
- Use Patient Reference Groups

### **In general, how we communicate and engage**

- Be clear with people on how to make their views heard and how they can make a difference
- How can people be aware of what decisions are made by the HWB. How is this disseminated to people, so that they can influence decisions?
- Meaningful consultation and information that maybe appropriate to local people
- Explain why local people should be involved to influence the HWB agenda and how
- Translate high level strategy into the ‘user interface’
- No jargon, simple messages, well written, short, informative articles
- Plain English and easy read documents
- Clear information about where to go for what re: health
- Targeted approach to topic areas e.g. over 40 MOT – has got lots of people talking and interested

- To spread the word through events, surveys, newsletters and information gathering
- Residential homes should put leaflets around the home for service users, family and friends
- Hold local engagement events in central accessible locations
- Advertise via PCT health and social care delivery outlets including childcare support groups/pharmacies/GP's, local free papers etc.

**What types of information, about the future of health and wellbeing in Telford and Wrekin, do you think local people would be interested in knowing about?**

<b>Healthwatch</b>	<ul style="list-style-type: none"> <li>• How Healthwatch can help individuals and what it means for them, examples of how others have benefitted, how to get in contact, and how it will make a difference for services</li> </ul>
<b>HWB</b>	<ul style="list-style-type: none"> <li>• Contribute to deliver key priorities of HWB using established forums – databases and groups</li> <li>• Support collection of data from the independent sector providers</li> <li>• Priorities decided - What the local priorities are</li> <li>• Evaluate what is needed within context of HWB – from information given to us from our customers (with their consent)</li> <li>• What difference the HWB strategy is likely to make</li> <li>• What difference will it make to my disabled child? What about their future as they move into adulthood</li> <li>• Feedback to HWB issues as and when they arise</li> <li>• Feedback from Stakeholders event</li> <li>• Training/education opportunities for new ways of working and the workforce needed to deliver the outcomes</li> </ul>
<b>NHS</b>	<ul style="list-style-type: none"> <li>• GP and hospital waiting times</li> <li>• Patients charter</li> </ul>
<b>Services</b>	<ul style="list-style-type: none"> <li>• Changes, cuts, all information that effect people</li> <li>• Services (existing, proposed, gaps and changes and cuts)</li> <li>• Service delivery/performance</li> <li>• New service development</li> <li>• De-commissioning of services</li> <li>• Impact on current services and delivery</li> <li>• What new services may be involved</li> <li>• Information on how to access available local services</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• How the following relates to each organisation <ul style="list-style-type: none"> <li>○ Health and Older People</li> <li>○ Alcohol and substance misuse</li> <li>○ Health and disability</li> </ul> </li> <li>• Provide information about sport and physical activity</li> <li>• Health and social care concerns and joys of the results of the survey and events to feedback to HWB</li> <li>• Issues specific to the access needs of Deaf people i.e. interpreter provision in healthcare settings – booking appointments and other communications between services and patients</li> <li>• Bench marking with 'like' LA areas</li> <li>• How the money from Central Government is to be allocated (not ring fenced)</li> </ul>

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|  | <ul style="list-style-type: none"><li>• Special interest in issues about long term health conditions and services for frail and complex patients</li></ul> |  |
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