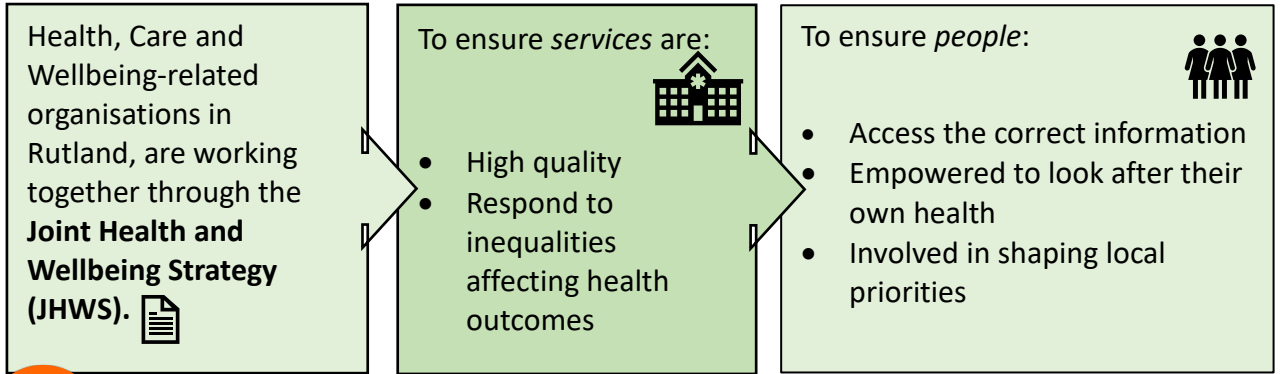


Health & Wellbeing Communication & Engagement Plan for Rutland – Summary

PURPOSE

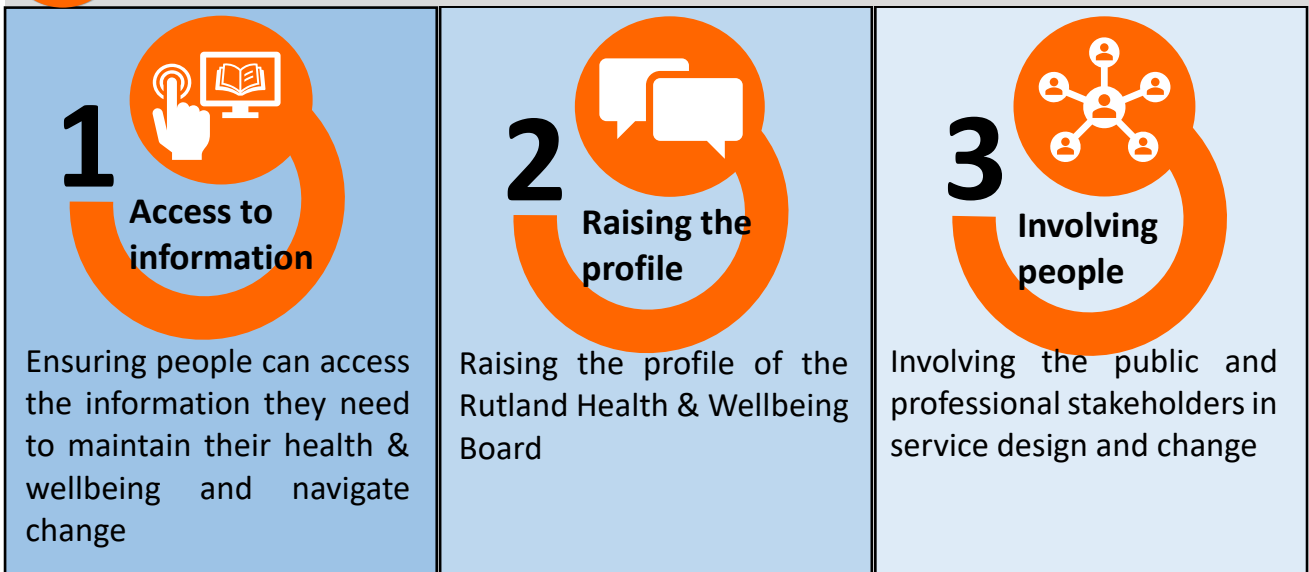


AIM



Facilitate effective **Communication** and **Engagement** to enhance the health and wellbeing of people.

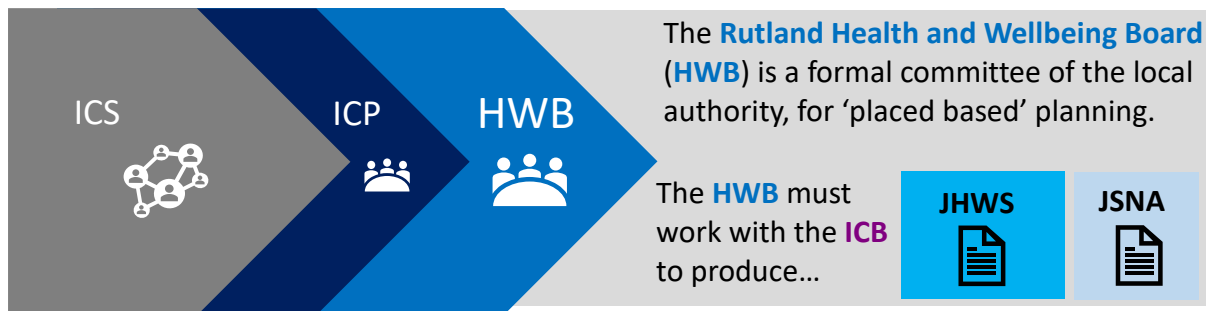


OBJECTIVES



| | | |
|-------------------------------------|----------------------|---|
| Integrated Care System (ICS) | SYSTEM | <p>The 'System' equates to an area</p> <ul style="list-style-type: none"> - The area is: Leicester, Leicestershire & Rutland (LLR) - 'Systems' provide strategic health services |
| | PLACE | <p>LLR has three places.</p> <ul style="list-style-type: none"> - Rutland is a 'place'. - 'Places' have key roles in maintaining local health and reducing inequalities. |
| | NEIGHBOURHOOD | <ul style="list-style-type: none"> - Level at which primary care services are planned - Rutland is both a place and a neighbourhood |

The ICS is a **partnership**, made up of: **Integrated Care Board (ICB)**  and the **Integrated Care Partnership (ICP)** 



Joint Strategic Needs Assessment (JSNA)

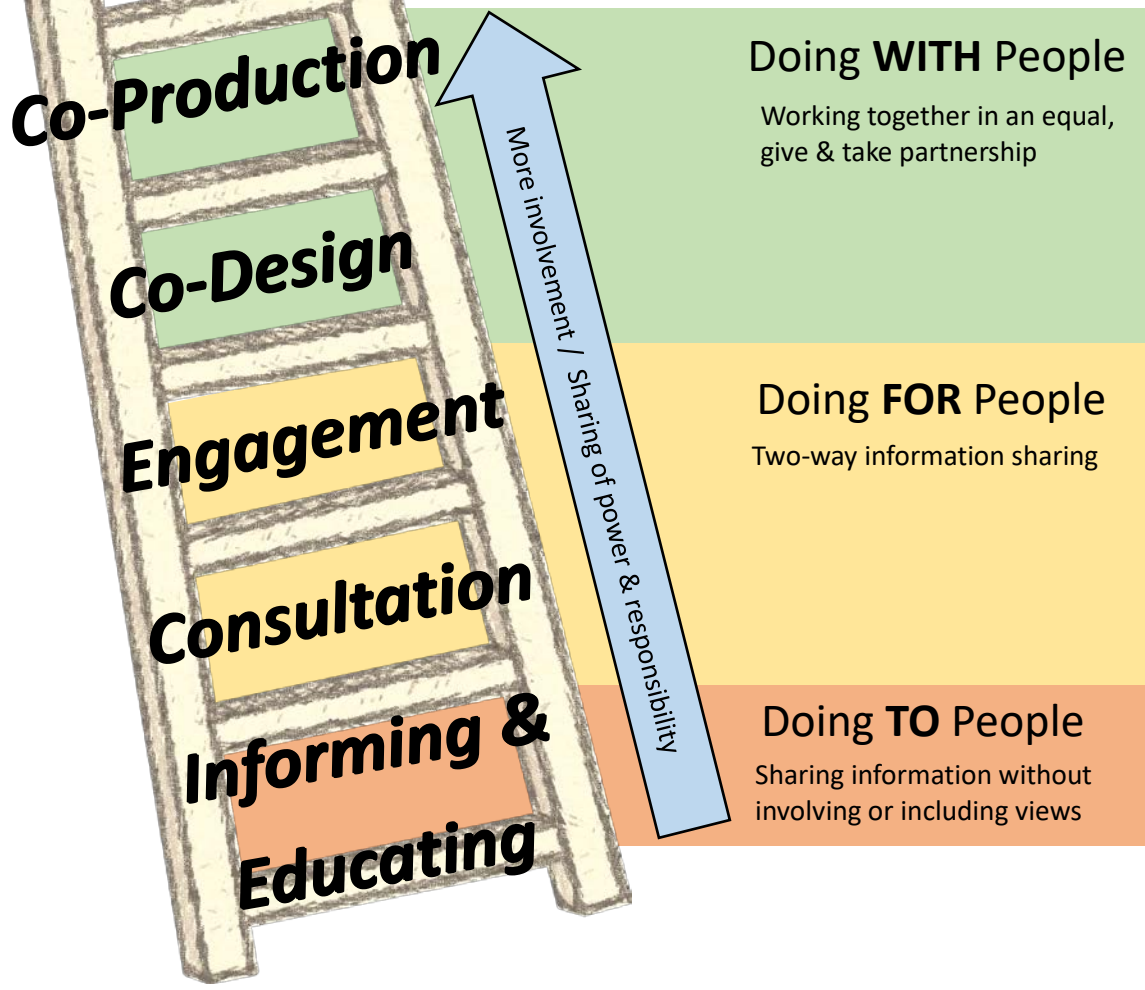
- Brings together range of data & insight to inform policy & commissioning decisions.

Joint Health & Wellbeing Strategy Plan (JHWS)

- See 7 Priority Areas below, and the additional Comms & Engagement



This is the **Health & Wellbeing Communication & Engagement Plan for Rutland**



Outline delivery plan 2023-24

May 2023

AC Alexandra Chamberlain – Co-Production & Engagement Lead / Quality Assurance Team Manager, **RCC**

MW Mat Waik – Communications Services Manager, **RCC**

SV Susan Venables – Head of Engagement and Insights and, **ICB**

DF Duncan Furey – CEO, **Citizens Advice Rutland**

CS Charlotte Summers – Integration & Transformation Manager, **ICB**

KW Katherine Willison – Health and Wellbeing Integration Lead, **RCC**

MH Mitch Harper – Strategic Lead for Rutland, **LCC**

Improvement Officers – Lewis Mattock (LM), Caroline Bysouth (CB), **RCC**

Quality Assurance Team – AC, LM, CB, **RCC**

| Action | Lead | Timetable |
|---|-----------------------------|-----------------------|
| 0. Readiness to deliver the plan | | |
| Sustain communications working group through year 1 of the plan to support establishment of new ways of working. | N/A | May 2023 Completed |
| Strengthening this plan through engagement with the public and professionals | AC | Ongoing |
| High-level audit of communications and engagement assets across involved partners (skills, resources, channels and tools) to help to plan coordinated approaches to communications (assets and gaps/opportunities). | AC with MW, SV, MH, DF | July 2023 |
| Agree scope to coordinate with system/ICS level communications activity and mechanisms – e.g. access to citizen panels. | LLR leads working together. | July 2023 |
| Identify and deliver some ‘quick wins’ for local communications | AC/MW/CS | June 2023 |
| Reporting to IDG and HWB on communications and engagement activity and performance. | AC | Monthly |
| Annual report taking stock of overall performance and change | AC/KW/MW | 2023-24 Q4 |
| 1. Ensuring people have access the information they need to maintain their health and wellbeing and to navigate change successfully | | |
| Coordinate with ICB and places on a visual brand for health and wellbeing in Rutland | TBC | June 2023 |
| Agreed approach for collaborative communications across health and care in Rutland. Including investigating mechanisms to engage Rutland’s villages in improved communications. Also to include communications management | AC/KW/MW/DF/CS | June 2023 |
| Shared, rolling communications campaign calendar with selected campaigns prioritised and/or in common across the year – design, maintain, deliver. | RIS lead | 2023 Q1-Q3 |
| Training: Progress training opportunities including behavioural insights, social media. | TBC | 2023-24 |

| | | |
|--|--|---------------------------|
| Link to local actions building digital confidence. | RCC Quality Assurance team (QA) | 2023-2024 |
| Enhance the Rutland Information Service (RIS) as a key shared source of information about local services and opportunities. <ul style="list-style-type: none"> Develop RIS social media presence – bringing content to the online places people visit. Website technical code refresh for accessibility and ease of use via a mobile phone. Using website usability testing to increase the effectiveness of RIS content. | RCC Public Health | 2023-2024 |
| 2. Raising the profile of the Rutland Health and Wellbeing Board | | |
| Web content conveying the role and purpose of the HWB and inviting public involvement. | QA team | 2023-24 Q2 |
| Visual identity for the HWB – papers, web page, social media. | TBC | 2023-24 Q2 |
| Social media account for HWB health and wellbeing news/messages with shared hashtags. | RCC comms | 2023-24 Q2 |
| Ongoing promotion of HWB activity including public engagement opportunities in health and wellbeing change. | QA team | Ongoing |
| 3. Involving the public and professional stakeholders in service design and change | | |
| Business case setting out options for engagement activity depending on level of resourcing. <i>This activity has been taken on by Adult Social Care Improvement Officers in the RCC QA Team therefore business case no longer required as of March 23</i> | <i>Improvement Officers</i> | March 2023 |
| Potential LGA support to develop approach to increasing engagement <i>As above – March 23</i> | Better Care Fund lead <i>As above</i> | TBC <i>As above</i> |
| Modest prioritised programme of engagement activity for year 1 of the JHWS supporting delivery of JHWS priorities. | AC with priority leads | April – October 2023 |
| Establish an engagement approach, including a toolkit for partners to use, drawn from wider best practice. To include: <ul style="list-style-type: none"> Approach to compensation where required. Existing groups who could be engaged. How to reach less often heard groups and groups facing inequalities. | AC/SV/MH/MW | Q2 2023 |
| Engagement training. | TBC | Dependency on resourcing. |
| Sharing of 'you said, we did' outcomes via the HWB and/or Rutland Information Service. | RCC QA team and working group | As required |
| | | |