

JHWP Communication and Engagement Plan

Action Plan – update January 2023

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Outline delivery plan 2022-23

Action	Lead	Timetable	AC Progress
0. Readiness to deliver the plan			
Sustain communications working group through year 1 of the plan to support establishment of new ways of working.	Working group	Jan 2023 ongoing	Re-launch of working group Jan 2023
Strengthening this plan through engagement with the public and professionals	Working group	Jan 23 ongoing	Re-launch of working group Jan 2023
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).	Working group	Jan 23 ongoing	Re-launch of working group Jan 2023
Review of the overarching JHW strategy delivery plan to identify key comms and engagement linkages and dependencies	CS/AC/KW	Jan 2023	Updated Paper submitted by KW with Section 10 Health and Wellbeing Implications updated by AC.
Agree scope to coordinate with system/ICS level communications activity and mechanisms – e.g. access to citizen panels.	LLR leads working together.	Jan 2023 ongoing	

Establish working group and outline reporting timescales for IDG and HWB on communications and engagement activity and performance.	Working group	Jan 2023 and ongoing	Re-launch of working group Jan 2023
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 – consult to see if this is a want across the Place (Inc. Sue Venables) Agreed approach for collaborative communications across health and care in Rutland.	CS/AC/KW initially	Jan/Feb 2023	AC and team to meet with Sue Venables to discuss visual branding and to review membership of working group prior to disseminating invite for Re-Launch of Working Group. AC meet with RCC Comms to confirm collaborative comms.
Investigating mechanisms to engage Rutland’s population in improved communications and communications management (digital impact)	Working group	Feb 2023	Feedback from Working Group Jan 23
Shared, rolling communications campaign calendar with selected campaigns prioritised and/or in common across the year – design, maintain, deliver.	RIS lead TBC	March 2023	AC requested meetings with RIS, Public Health, PCN, Healthwatch, Age UK etc. to receive a quarterly campaigns schedule to ensure RIS and QA Team aware of what’s taking pace and arrange engagement. To also share with RCC Comms. Campaigns likely to overlap and can be brought to Working Group to ensure we are working collaboratively.
Training: Progress training opportunities including behavioural insights, social media.	Sue Venables TBC	Jan/Feb 2023	Meeting Sue Venables in Jan 23
Link to local actions building digital confidence – to consult with the proposed leads. (Join up with initiatives across LLR)	RCC Comms and QI Team	Feb 2023	Improvement Officer (IO) Lewis (LM) to lead with Digital innovation and Accessibility Project and Data Project. Link in with PCN with Accessing NHS App and digital confidence.
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. 	AC and QI team: Kevin Quinn/RCC Coms	Jan 2023	Meeting requested by AC with Kev and RIS Team. LM to lead as aligns with Digital Innovation and Accessibility, Digital Confidence, Data returns and Self-Assessment.

<ul style="list-style-type: none"> 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. <p>Map digital confidence To consult</p>			
2. Raising the profile of the Rutland Health and Wellbeing Board			
<p>Web content conveying the role and purpose of the HWB and inviting public involvement.</p> <p>The role of the HWB is already on the RCC site. Query inviting public involvement in the role and purpose of the Board. What is this trying to achieve?</p>	RIS lead	2023 Q4	
<p>Visual identity for the HWB – papers, web page, social media.</p> <p>Minutes and papers are available on the RCC site for the public. Do we want a separate page for HWB? Do we want a Twitter account?</p>	TBC	2023 Q4	
<p>Social media account for HWB health and wellbeing news/messages with shared hashtags.</p> <p>As above?</p>	RCC comms	2023 Q4	
Ongoing promotion of HWB activity including public engagement opportunities in health and wellbeing change.	RIS lead	Ongoing	

Yes - We can cover this in delivering actions 1 and 2 – ensure this weaves within all comms and engagement where appropriate			
3. Involving the public and professional stakeholders in service design and change			
Identify key stakeholders for delivery	AC/CS/KW	Jan 2023	<p>AC and Team meeting with Sue Venables to review membership of Working Group. AC disseminate invite to re-launch of Working Group re-launch for end Jan 23.</p> <p>Small sub- sets of working groups i.e.: digital confidence/NHS App etc. will come from main Working Group.</p>
Business case setting out options for engagement activity depending on level of resourcing.	AC/QI Team	Feb 2023	<p>Resourcing with two new Improvement Officers (IO) who are mapping out what engagement activities exist and what can be added/enhanced.</p> <p>IO and partners to identify volunteers who would be interested in supporting with engagement activity/training re: digital innovation etc., co-production etc.</p> <p>IO coordinate with PCN on digital confidence and alignment of Practice Websites at a Local Level and how to promote this.</p> <p>Training packages for all colleagues, partners etc. to be proposed and whether resource is required or can be performed in-house. 45 mins Awareness Training on Co-Production with more advanced training for those involved in Service Development to ensure co-production from concept to completion.</p> <p>Clear guidelines/training for those 'Experts by Experience'; what commitment/expectations/rewards etc. look like. Ensure it is a shared understanding of roles. Possible use of Volunteers for spreading the word/training for co-production.</p>

Mapping events held over the year to contribute/offer advice and information/gain views Programme of engagement activity - supporting delivery of JHWS priorities. (RCC Comms +)	AC/QI Team KW/CS Sue Venables	Feb 2023	AC requested meetings with RIS, Public Health, PCN, Healthwatch, Age UK etc. to receive a quarterly campaigns schedule to ensure RIS and QA Team aware of what's taking pace and arrange engagement. To also share with RCC Comms.
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 initially	Update Jan 2023	<p>Remuneration still not resolved but will share what Birmingham City are doing and other LAs from Regional Leads Co-Production meetings.</p> <p>Issue that NHS pays for Experts by Experience (AC not aware how much etc.) and advised this is a higher amount than any LA's at present, which presents an issue. Also, if joint working on HWB engagement, whose budget does this come out of – health or LA's?</p> <p>Vouchers versus petty cash. Also some offer training as payment but need to be aware anything over 16 hrs can also affect benefits.</p> <p>Feedback that some citizens happy with not being paid due to it adding a 'stress' to their existing financial arrangements – good to offer 'Opt In' for remuneration or 'Opt out' so it manages expectation/commitment from start.</p> <p>Benefit Officers do not all support with same practice. Advised in Regional Leads meeting this morning 09/01/23 that group awaiting Best Practice Piece from Think Local, Act Personal (TLAP) re: remuneration/rewards.</p> <p>QA Team to visit Simon Furze – Public Participation Officer, Strategy, Equality and Partnership Directorate, Birmingham City Council to understand how they have a large number of citizens signed up to engagement. They have commissioned a Gov Delivery Channel and using specific database and Microsoft</p>

			<p>Forms format to engage and share comms for people in community to get involved.</p> <p>QA team to visit Lyn Knights as above.</p> <p>Embedding 'Making It Real' principles within ASC and Partners. AC completing application/mission statement once practice improvement area identified. Does not require member sign off but Ac taking to next month's DMT.</p> <p>Identify how we can be working collaboratively to reduce organisational boundaries for our co-production and engagement within the community.</p>
Sharing of 'you said, we did' outcomes via the HWB and/or Rutland Information Service.	Working group KW & AC	June 2023	
Review previous Healthwatch report on local needs of population of Rutland	Working Group, AC and QA Team	Jan/Feb 23	<p>QA Team to connect with Patient Participation Groups (PPG), Healthwatch, Armed Forces, GLT.</p> <p>Link in with CAB Forums</p> <p>Link in with Public Health's Public Inequalities project</p>
Review previous outcomes from the PCN's Primary Care Task Force Survey.	Working Group, AC and QA Team	Jan/Feb 23	<p>QA Team to connect with Patient Participation Groups (PPG), Healthwatch, Armed Forces, GLT.</p> <p>Link in with CAB Forums</p> <p>Link in with Public Health's Public Inequalities project</p>