

RUTLAND HEALTH AND WELLBEING BOARD

24 January 2023

HEALTH AND WELLBEING COMMUNICATION AND ENGAGEMENT PLAN 2022-2027

Report of the Portfolio Holder for Health, Wellbeing and Adult Care

Strategic Aim:	All		
Exempt Information	No		
Cabinet Member(s) Responsible:	Councillor S Harvey, Portfolio Holder for Health, Wellbeing and Adult Care		
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Ward Councillors	NA		

DECISION RECOMMENDATIONS

That the Committee:

1. Notes the content of the report
2. Notes the progress of the Health and Wellbeing Communication and Engagement Plan (currently in draft) towards being finalised following input from stakeholders

1 PURPOSE OF THE REPORT

- 1.1 The purpose of this report is to brief the Health and Wellbeing Board (HWB) on the progress of the Health and Wellbeing Communication and Engagement Plan.

2 BACKGROUND AND MAIN CONSIDERATIONS

- 2.1 The Communication and Engagement Plan (CEP) was developed to support the role of the HWB and successful delivery of the HWB Strategy. Organisations work together through the delivery of the strategy to ensure that people have the right information, advice and help at the right time. Another important element is to empower people to play a full role in looking after their own health and provide them with opportunities to get involved in shaping the local priorities and services they need.

- 2.2 The purpose of the CEP is to enhance the health and wellbeing of people in Rutland by facilitating effective health and wellbeing communications and engagement.
- 2.3 The plan was developed by a working group with a range of representation from HWB partner organisations. The plan is focussed on communication and engagement involving two key sets of stakeholders:
- Residents and patients of Rutland
 - Agencies and their workforces
- 2.4 **A Delivery Plan** has been developed with the following elements:
- ❖ Readiness to deliver the plan
 - ❖ Ensuring people have access to the information they need to maintain their health and wellbeing and to navigate change successfully
 - ❖ Raising the profile of the Rutland Health and Wellbeing Board
 - ❖ Involving the public and professional stakeholders in service design and change

3 CONSULTATION

- 3.1 A meeting of the working group will take place in January 2023. It will be decided which stakeholders are required to be consulted with regard to the CEP and a timescale for comments.
- 3.2 The proposal is to engage with the public and the workforce, including presenting key aspects to interested groups such as the Patient Participation Groups (PPG) and those 'Experts by Experience', to further enhance and inform the draft CEP.

4 ALTERNATIVE OPTIONS

- 4.1 Not applicable at this time.

5 FINANCIAL IMPLICATIONS

- 5.1 The CEP has been developed using existing staffing resources. The delivery of the CEP will depend upon time being committed by partners.
- 5.2 £25,740 was allocated from the 2022-23 Rutland Better Care Fund for the purpose of progressing the plan. There is potential for this money to be invested into the Quality Assurance Team to support the work of the Improvement Officers. See 'Health and Wellbeing Implications' below.

6 LEGAL AND GOVERNANCE CONSIDERATIONS

- 6.1 The draft CEP has been produced with involvement from stakeholders and will be finalised only after further consultation from stakeholders. The delivery plan of the CEP will be presented to the Integrated Delivery Group on a monthly basis for monitoring of progress.

7 DATA PROTECTION IMPLICATIONS

- 7.1 There are no new Data Protection implications. The CES contains only anonymised information.

8 EQUALITY IMPACT ASSESSMENT

- 8.1 Not applicable to the annual report.

9 COMMUNITY SAFETY IMPLICATIONS

- 9.1 There are no identified community safety implications from this report.

10 HEALTH AND WELLBEING IMPLICATIONS

- 10.1 Co-production acknowledges that people with 'lived experience' of a particular condition are often best placed to advise on what support and services will make a positive difference to their lives. Incorporating co-production principles into programmes for people with long-term conditions can help them to gain knowledge, learn skills and adopt behaviours that are thought to be important in achieving better health and wellbeing.
- 10.2 Principles of 'Think Local, Act Personal's (TLAP)' 'Making It Real' will be central to communication and engagement practice. 'Making It Real' is a framework to support good, personalised care and support for providers, commissioners and people who access services. This is in line with the 'Thriving Places Guidance' which is within the plan, which asks place-based partnerships to 'systematically involve professionals, people and communities in their programmes of work and decision-making processes'.
- 10.3 The RCC Quality Assurance Team has been expanded with two new Improvement Officers. These workers will be supporting with the Joint Health and Wellbeing Communication and Engagement Plan within the community and developing our digital and self - assessment portal. They will be enhancing our existing strong partnership links with Public Health, PCN, Healthwatch, Citizens Advice, Age UK and Housing, amongst a plethora of community based groups and to ensure the voice of those more marginalised and deprived groups are represented and heard within the finalisation of the CEP.

11 CONCLUSION AND SUMMARY OF REASONS FOR THE RECOMMENDATIONS

- 11.1 The Committee is recommended to note contents of the report

12 BACKGROUND PAPERS

- 12.1 There are no additional background papers to the report.

13 APPENDICES

- 13.1 Appendix A: Action Plan

A Large Print or Braille Version of this Report is available upon request – Contact 01572 722577.