

A Communications and Engagement Plan for the Implementation of Local Care

Situation:

This paper provides an overview of the communications and engagement work to support Local Care in Kent and Medway.

Local Care is a key work-stream within the Kent and Medway Sustainability and Transformation Partnership and is a new model of delivery of integrated health and care services close to where people live. It is a collective commitment of the health and care system in Kent and Medway to fundamentally transform how and where we will support people to keep well and live well.

Background:

The Kent and Medway Local Care work-stream was set up in November 2016 and has so far developed and refined a new clinical model for Adults and Older People with complex needs, typified by the “Dorothy” model. The model is a Kent and Medway wide framework against which detailed local planning can continue. It has been developed through over 12 workshops and is supported by an investment case.

The work-stream has defined the key objectives for Local Care for 2018/19 and is supporting localities to develop detailed roll out plans and required investment. It is important that there is a clear and transparent communications and engagement plan to support the work-stream moving forward.

The Local Care Implementation Board has agreed that there needs to be a structured and coordinated communications strategy; involving members of the public, as well as the statutory, voluntary and charitable sector in co-design of Local care.

Initial engagement has happened with senior staff in CCGs to act as the ‘conveners’ or ‘facilitators’ of Local Care planning in their geographies – the intention for them to facilitate discussions with partners and ensuring that plans are either co-developed or at the very least shared and the views of partners incorporated.

Assessment:

There is a requirement for a communications and engagement strategy following the principles that the communications strategy is;

- **Considered and accurate** – Good communication starts and ends with getting the basics right. We must make sure all communications consider the needs of the intended audience and deliver accurate and consistent messages to all group.

- **Targeted and tailored** – Consistent doesn't need to mean the same. There are a broad range of stakeholders with different areas and levels of interest. We must make sure we target the right messages using the right channels for different audiences.
- **Inclusive and meaningful** – Staff and stakeholders are spread across a large geography, and come from multiple organisations with diverse backgrounds. There is a need to ensure effective systems and channels in place to reach everyone..
- **Timely and proactive** - Communications and engagement that is either premature or late loses impact; failing to deliver its objective and wasting resources. All communications and engagement activity must be delivered at a time that's appropriate for the message and the audience.
- **Honest** – Linked to meaningful communications and engagement there is a need to be open and honest.

Recommendation:

Communications and engagement strategy needs to meet the objectives for Local care. For 2018/19 these are to;

1. Establish standardised Multi- Disciplinary Teams, working with GPs at scale
2. Develop integrated case management and individualised anticipatory care plans
3. Develop inter-agency partnerships to deliver local care at scale and harness community resources.

The strategy will;

- Clearly explain the need for Local Care/ Care in the Community
- Clearly explain the objectives and benefits of establishing multi-disciplinary teams around GP practices working at scale (30-50,000)
- Ensure people are given genuine opportunities to be involved in the Local Care communications strategy
- Ensure channels for co-design of communication materials

Key messages:

The narrative for Local Care in 2018/19 needs to focus on the benefits across Kent and Medway to;

- work differently to keep people well and in their own homes for as long as they possibly can be
- Share resources and work in a more coordinated and joined up way.

And by doing so will;

- Deliver services closer to home
- Avoid unnecessary hospital admissions
- Provide value for money and the sustainability of services to meet the requirements as set out in the NHS Five Year Forward View.

A core narrative will be developed based on those identified by the Local care work-stream and will deliver the wider objectives of the STP, and should focus on delivery of service improvements for people over cost/efficiency benefits.

Proposed Action Plan for Developing a Communications Roll Out Plan For Local Care:

Action	Desired Outcome	Owner	Timeframe
Present the Strategy to the June Local Care Implementation Board	<ul style="list-style-type: none"> • For comments/ amendments. • Agreement/ ratification to action 	Cathy Bellman	8 June 2018
Socialise the strategy internally across the STP work-streams	<ul style="list-style-type: none"> • Identify synergies and opportunities to align, to avoid duplication 	Cathy Bellman	After 8 June 2018
Identify a communication and engagement lead to lead work on deliverables and timelines	<ul style="list-style-type: none"> • To work on deliverables and timelines 	STP Programme Lead	June 2018
Take the detailed action plan to the Local care Implementation Board	<ul style="list-style-type: none"> • Agreement ratification 	Cathy Bellman	July 2018 – or sooner if happy to do this virtually
Commence communications and engagement activities for Local care	<ul style="list-style-type: none"> • To meet the key objectives of the Local Care Communications and Engagement Strategy 	Cathy Bellman and Communications and Engagement Lead	June / July 2018