

HEALTH AND WELLBEING BOARD

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HEALTH AND WELLBEING BOARD APPROACH TO COMMUNICATIONS AND ENGAGEMENT

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Summary

This discussion paper outlines a summary of the Health and Wellbeing Board's existing communications and engagement activities, and identifies opportunities for the Board to further develop its approach to communications and engagement.

The summary of existing communication and engagement activities of the Board, includes communications relating to the Board's Joint Strategic Needs Assessment (JSNA) and Joint Health and Wellbeing Strategy (JHWBS).

Following interviews with communications leads from both the Council and the Clinical Commissioning Group (as key organisations represented on the Board), the paper also makes a number of recommendations about opportunities for further developing the Board's approach to communications and engagement in future, for consideration by the Board.

1. Budget and Policy Framework

1.1 Medway's Joint Health and Wellbeing Strategy (JHWBS) is the strategic framework for improving health and wellbeing in Medway. Health and Wellbeing Board communications activities may relate to the JHWBS.

1.2 In line with the terms of reference of the Health and Wellbeing Board, this report explores opportunities for the Board to develop its approach to communications and engagement.

2. Background

2.1 This paper provides a summary of existing communications and engagement activities relating to the Health and Wellbeing Board, including those relating to the Joint Strategic Needs Assessment (JSNA) and the JHWBS.

2.2 The paper also outlines examples of existing mechanisms which organisations represented at the Health and Wellbeing Board use to engage

with local residents about health and wellbeing issues, and considers how these arrangements may be utilised by the Board.

- 2.3 The report also makes recommendations about a number of opportunities for further developing the Board's approach to communications and engagement in future, for consideration by the Board.

3. Advice and analysis

- 3.1 There are two main audiences for the Health and Wellbeing Board to engage and communicate with.

- 3.2 The first of these audiences is partners, health professionals and other organisations involved in improving local health and wellbeing. As the Health and Wellbeing Board is a strategic Board, much of the Board's communications and engagement relates to these groups. A key aim of communication with these groups is to increase awareness of the Board and its role and engage partners in the Board's work.

- 3.3 The second of these audiences is the population of Medway. Aims of communicating with local people may include increasing awareness of the Board and its role and seeking information about community views about health and wellbeing issues.

- 3.4 The Health and Wellbeing Board has previously considered a report on communications and engagement (in 2014), however given the changes to health and care systems since this date, it was considered timely to revisit communications and engagement.

- 3.5 Existing Health and Wellbeing Board communications and engagement activities

- 3.6 Two of the main responsibilities of the Health and Wellbeing Board are: 1) Producing the JSNA (which looks at the current and future health and care needs of the local population to inform the planning of local health and care services) and 2) Producing the JHWBS (a framework for improving local health and wellbeing).

- 3.7 The Health and Wellbeing Board are required to involve local people in their work, including in the JSNA and JHWBSⁱ. The Council and the Clinical Commissioning Group are jointly responsible for this.

- 3.8 A range of existing communication and engagement activities take place relating to both the JSNA and the JHWBS. Some examples of this include the below:

- The JSNA is published and publically available for partners and the local population to view at: <http://www.medwayjsna.info/>. This makes the JSNA information transparent and accessible, and contact details are included on the website to enable people to find out more.
- All JSNA topic chapters include, as standard, a section on "user views", which captures views of local people as an integral part of the information making up the JSNA. This means that user views are considered throughout the JSNA. The JSNA is one of the mechanisms

that supports the Board to understand the health issues and challenges affecting the population and how these can be addressed.

- A range of infographics have recently been produced, summarising the findings of the JSNA. These infographics aim to make the information in the JSNA more accessible to a broader audience by providing a concise, visual summary of key findings, using language understandable to a wide range of audiences. An example of a JSNA infographic can be seen in Appendix 1 to the report.
- The JHWBS was also influenced by the views of local residents and professionals in Medway. This included Medway Clinical Commissioning Group and the Public Health team undertaking a series of engagement events with members of the public to inform the development of the local care model. Themes from these sessions were used in development of the Strategy.

3.9 In addition to the above activities, the Board also enables the voices of residents to be heard through the membership of the Board. A member of Healthwatch Medway is a member of the Board, with Healthwatch having a specific remit around understanding the needs and experiences of local health and care users and speaking out on their behalf. This is in addition to elected members being Board members, including in their roles as community spokespeople, having been elected to represent local people.

3.10 Meetings of the Health and Wellbeing Board are also public meetings, with provision for local people to attend the Board.

3.11 Proposed Health and Wellbeing Board communication and engagement activities

3.12 Interviews were held with communications representatives from Medway Council and Medway Clinical Commissioning Group (as two of the key partners on the Health and Wellbeing Board) to discuss the Health and Wellbeing Board's current communications and engagement activity. These interviews included identifying suggestions of areas where the Board may be able to further strengthen its approach to communications and engagement. As a result of these interviews, the following proposals were developed for the Board to consider:

3.13 It was noted that there is not currently a single named communications lead to support the Health and Wellbeing Board. Therefore, it is recommended that the Board consider nominating a named communications lead for the Board. It is proposed that this lead sit within the Council's communications team and form part of the existing teams' work programme.

3.14 The named communications lead for the Board could explore opportunities for promoting the role of the Board, for example providing updates to the public about the role of the Board through partners' e-bulletins and exploring opportunities for developing the information on the websites of partners about the role of the Board.

3.15 Since 2017, Medway CCG have commissioned a programme called "Involving Medway", which is a partnership of organisations who explore effective ways

of engaging the local community in order to promote better health and wellbeing and to help transform local services. Given this programmes' engagement role, it was suggested that the Health and Wellbeing Board may wish to add an update on Involving Medway to its work programme. This would provide an opportunity for the Board to be updated on existing local engagement taking place around health and wellbeing topics, and identify how the work of Involving Medway could support the work of the Board.

- 3.16 In 2017, a Medway Patient Experience and Patient and Public Engagement group (PEPPE) was established, hosted by the CCG, and Chaired by the CCG's Lay Member for Patient and Public Involvement. The group carries out work to ensure that the views of local residents and patients are embedded in the planning and delivery of health and care services. It is proposed that the Health and Wellbeing Board may wish to consider adding an update on the work of the PEPPE to its work programme. This would enable the Board to have oversight of any themes arising from local PEPPE engagement around health and wellbeing issues and how this may support the work of the Board. Additionally, the Board may wish to consider if there are any topics or themes which the Board would like to ask the PEPPE to consider carrying out engagement on, on behalf of the Board.
- 3.17 The PEPPE are also carrying out scoping work relating to developing a patient experience repository, collating case studies outlining local patient experience. It is recommended that when these case studies are developed, that opportunities to include them in the JSNA are explored.
- 3.18 The Council also has a range of existing mechanisms to engage with local populations. One example is Medway's citizens' panel. Regular surveys are carried out with an online panel of local people to understand more about what local people think about specific topics. Additionally, a specific health and wellbeing survey of Medway's residents is planned for 2019/20 (The Picture of Medway survey). It is recommended that the Health and Wellbeing Board consider using the citizens' panel to gather information about health and wellbeing topics, including consideration of ways to capture the views of young people. It is also recommended that the Board receives an update on the results of the health and wellbeing survey when it is complete in 2019/20.
- 3.19 To summarise, a range of existing communications and engagement activities are taking place in relation to the Health and Wellbeing Board, including the JSNA and JHWBS. However, a number of actions are recommended for the Board to consider, that could increase awareness about the Board and further develop the Board's understanding of and engagement with local people on health and wellbeing topics.

4. Risk management

- 4.1 Risk management is an integral part of good governance. The Council has a responsibility to identify and manage threats and risks to achieve its strategic objectives and enhance the value of services it provides to the community. Using the following table this section should therefore consider any significant risks arising from your report.

Risk	Description	Action to avoid or mitigate risk
There is a lack of awareness about the Health and Wellbeing Board among partners and the public.	The work of the Health and Wellbeing Board is not understood or known by partners and local people.	This report describes existing mechanisms to prevent this e.g. Healthwatch representation on the Board, meetings open to public etc. Recommendations made in this report to further strengthen communication arrangements for the Board.
Health and Wellbeing Board do not receive information about residents' views on health and wellbeing.	The Health and Wellbeing Board do not receive regular information about local residents' views about health and wellbeing.	This report describes existing mechanisms in place for the Board to receive information about residents' views on health and wellbeing e.g. through user views sections of the JSNA. Recommendations are made in this report to further strengthen these arrangements for the Board.

5. Consultation

5.1 Communications representatives from both the Council and the Clinical Commissioning Group were consulted on this paper.

6. Financial implications

6.1 There are no direct financial implications arising from this report.

7. Legal implications

7.1 There are no direct legal implications arising from this report.

8. Recommendations

8.1 The Health and Wellbeing Board is asked to consider and agree to:

8.1.1 Recommendation 1 – nominate a named communications lead for the Health and Wellbeing Board and request the lead to explore ways of promoting the role of the Board to the public, e.g. using partners' websites and e-bulletins.

8.1.2 Recommendation 2 – add an update on the “Involving Medway” programme to the Board's Work Programme.

8.1.3 Recommendation 3 – add an update on the work of the Patient Experience and Public and Patient Engagement (PEPPE) group to the Board's Work Programme.

- 8.1.4 Recommendation 4 – consider if there are any health and wellbeing topics which the Board would like to ask the PEPPE group to consider engaging with the public about.
- 8.1.5 Recommendation 5 – delegate authority to the Director of Public Health in consultation with the Chairman of the Health and Wellbeing Board to review patient experience case studies developed by the PEPPE and include them in the JSNA as appropriate.
- 8.1.6 Recommendation 6 – request that the citizens’ panel is used to gather information about health and wellbeing topics, and receive an update on this and the results of the health and wellbeing survey when it is complete in 2019/20.

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Appendices

Appendix 1 – Example of an infographic from the Medway JSNA.

Background papers

None