

Engagement Specification

The HSCP recognises the importance of engaging with people and communities. This Engagement Specification is for HSCP managers and teams and provides guidance on the steps to be considered when planning effective engagement with citizens, partners and staff. These steps reflect the approach outlined in the HSCP Engagement Framework and provides a recommended approach to engagement which is based on recognised best practice.



Title of Engagement Activity	Development of Joint Strategic Plan and Joint Strategic Commissioning Strategy (2022-2025)
Lead Officer(s)	Kristin Gillies/Alison Ryan
Proposed date(s) and duration	July 2021 – November 2021 (planning will start in July)

Step 1.	<p>Purpose: Why do I want to engage?</p>	<p>Are the intended outcomes of the engagement clearly understood? <i>Prompts:</i></p> <ul style="list-style-type: none"> ▪ Improving/changing access to services ▪ Understanding service experience ▪ Influencing service change ▪ Informing plans/strategies/policies
<p>As a requirement of the Public Bodies (Joint Working) (Scotland) Act 2014, Integration Joint Boards (IJBs) are required to produce a Joint Strategic Plan (JSP) and Strategic Commissioning Strategy (SCS). The current JSP ends in March 2022 and there has not yet been a SCS developed for Argyll and Bute Health and Social Care Partnership (A&BHSCP).</p> <p>We want to hear the views on how the future shape of health and social care services in Argyll and Bute to inform the JSP and JSCS. This will all be underpinned by a Human Rights approach.</p> <p>Both the JSP and SCS will cover the period from April 2022 to March 2025. They will be outcome focussed and informed by people using and delivering the services. The delivery of high quality, person-centred health and social care services is fundamental to achieving our vision.</p>		

The JSP establishes the vision, the priority areas of focus and the strategic objectives. It outlines the local and national outcomes which informs the performance framework and details the high level approach to locality planning and the local priorities. The JSP describes how A&BHSCP will make changes and improvements to develop health and social care services over the next three years. The plan is underpinned by a number of national and local policies, strategies and action plans. It will provide the strategic direction for how health and social care services will be shaped in this area in the coming years and describes the transformation that will be required to achieve this vision.

The JSCS aims to clearly describe how we aim to work with current and potential providers of adult and children's social care in order to:

- ensure we deliver the best services available with the resources which we have available to us;
- give clarity for services providers regarding our approach to the health and social care market within Argyll and Bute and how we aim to deliver a balanced market through our commissioning and procurement arrangements;
- provide our communities with more information regarding the cost, availability and quality of services to help them to make informed choices to meet their health and social care needs;
- describe what we think future demand in health and social care might look like within Argyll and Bute. This includes describing how we think our services should change in future to meet the needs and expectations of our communities, national strategies and demographic change.

Engagement on both plans gives the IJB the opportunity to look at the delivery of health and social care services, and ask the questions which will allow the IJB to plan over the next three years.

Over the last year, the impact of Covid-19 has shifted everything, including how we live, how we access services, how we cope and we want to hear from you what is important to you, and your community, and how we use this to shape health and social care services over the next 3 years.

Below is an example of questions with comments from public health which will be discussed by the engagement group.

We would put out the Strategic Objectives, Priorities and Commissioning Intentions slide and ask the following:

1. Are these the correct priorities and are they aspirational enough?
2. What has happened in the last 3 years?
3. Where are we now?
4. What has been the impact?

SO WHAT

5. What have we gained and lost?
6. What shifts are needed?
7. What are our key priorities?

NOW WHAT

8. How do we this this forward?
9. What actions make sense
10. What should tomorrows headline say if you imagine the future you would want?

It also gives the IJB an opportunity to have a better analysis and use of data so that we can look at what the population looks like, what the services currently available are, what the gaps are, what the quality is and how much money there is to spend.

Step 2.	Audience: Who do I want to engage with?	Is a targeted or A&B wide approach required? <i>Prompts:</i> <ul style="list-style-type: none"> ▪ People who use health and social care services ▪ People who care for others ▪ Groups with a special interests ▪ Partner organisations ▪ Elected representatives ▪ Health and social care staff ▪ Governance Groups
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We want to:

- ✚ ensure stakeholder views are understood and considered when developing health and social care policy and strategy in Argyll and Bute;
- ✚ strengthen the relationship between stakeholders and the HSCP by ensuring they are informed about, get involved with, and have their say on matters which are important to them;
- ✚ ensure the 'feedback loop' is closed by strengthening communication from the HSCP so that stakeholders know when and how their contribution has been considered and has informed decisions.

We intend to engage with all of the above to ensure that all viewpoints are considered.

We also want to ensure that we reach people with additional protected characteristics.

Everyone will use universal health services, so everyone's voice needs to be represented. Methods will be through LPGs, Community Councils, Religious Groups, Survey Monkey, conversation cafes in existing community groups. We will use Jamboard for online sessions for any community group, staff and governance groups.

We will also use social media; Facebook, Instagram, Twitter, School and Youth social media links.

We will use the Living Well Network Co-ordinators who have great links within their communities.

However, there are a large number of people who access more specialist services and we will utilise our existing provider organisations to consult with people who are within their services.

- People who use health and social care services
- People who care for others
- Groups with a special interests
- Partner organisations
- Elected representatives
- Health and social care staff: 3 workshops to take place on 29/30 September and 3rd October: Survey to be sent out

Governance Groups

Step 3.	Level: What does appropriate engagement look like?	Is the level of engagement appropriate and proportionate to achieve the purpose? <i>Prompts:</i>	
		Inform	Providing information to assist stakeholders in understanding an issue, alternatives, opportunities and/or solutions
		Consult	Obtaining feedback to inform development and/or improvement
		Involve	Engaging stakeholders in the process, ensuring their concerns and aspirations are listened to, understood and considered. Providing feedback on how their input influenced the decision
		Collaborate	Working in partnership with stakeholders, seeking their perspectives and encouraging their ideas and solutions to inform priorities and planning
		Empower	Involving stakeholders in shared decision making about strategic priorities and service developments, delivery and monitoring progress.
<ol style="list-style-type: none"> 1. We will inform stakeholders by sharing appropriate data about the current services and population data within their locality. We will also share our vision, current priority areas, objectives and commissioning intentions. 2. We will consult by asking the 7 key questions. 3. We will involve by asking if the vision, priorities, objectives and commissioning intentions are aspirational and correct. 4. We will collaborate by involving all of our key services to support us in seeking views. Collaboration will be key and we will ensure we provide continuous feedback. 5. We will empower stakeholders by setting up continued reference groups so that we can monitor progress. <p>(Please see the accompanying Engagement Plan for specific Engagement events)</p>			

Step	Approach: How do I	Are the method/tools appropriate for the level of engagement? (information is available on the methods/tools below)
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4.	maximise stakeholder contributions?	<i>Prompts:</i>	
		Inform	Public meeting; Website; newsletter; social media; press article; briefings; presentations; letters
		Consult	Surveys; online questionnaires; Viewpoint
		Involve	stories/case studies; Art in Action; World Cafe; Special Interest Focus Groups; Rich Pictures;
		Collaborate	VOICES_(Visioning Outcomes in Community Engagement tool); KETSO (creative engagement); COPC (Community Oriented Primary Care); Option Appraisals
		Empower	Representative/member on decision-making/approval groups

The methods will be developed by a Delivery Team consisting of Public Health, Planning, TSI and Communications. The Lead Officer has to be decided.

We will need resource to design the survey monkey, paper copies and posters with the following questions and vision, priorities and objectives. These need to be accessible to all.

[..\..\Joint Strategic Plan\Review of Joint Strategic Plan - Prompt Questions to inform future JSP final.docx](#)

[..\..\Joint Strategic Plan\Mapping Slide 2.pdf](#)

We will need support to link in with all current and potential providers.

We will need support to develop a podcast and webinar.

Step 5.	Support:	Is there expertise and support available to prepare and deliver engagement?
	Have I utilised the expertise/support of others?	<i>Prompts:</i> <ul style="list-style-type: none"> ▪ HSCP Engagement Team ▪ Scottish Health Council ▪ Reference/advisory group in place ▪ Critical friend/sense checking advice
<p>We have links with all of the above and have good links with colleagues in Dumfries and Galloway.</p>		



Step 6.	Approval: Do I have the necessary checks & approvals?	Are the governance arrangements clearly articulated and understood by staff initiating engagement? <i>Prompts:</i> <ul style="list-style-type: none">▪ Senior level sign-off▪ Link to agreed governance group
Formal approval will be sought once full plan is established and will be submitted to Strategic Planning Group and Senior Leadership Team for comment and approval.		

Step 7.	Prepared: Am I ready to engage?	Are all the requirements in place described in an engagement plan? (Engagement Plan templates are available) <i>Prompts:</i> <ul style="list-style-type: none">▪ Sufficient timescales▪ Agreed method▪ Resources/funding/support▪ Road testing/pilot approach▪ Communication plan▪ Feedback loop determined▪ Approvals
<p>Proposed timescale: July 2021 – November 2021</p> <p>Method: to be agreed as laid out above</p> <p>Resources/Funding/Support: to be agreed.</p> <p>Communication plan: to be developed</p> <p>Approvals: Once above is formulated will be submitted for approval.</p>		

**THIS DOCUMENT SHOULD BE KEPT FOR YOUR OWN RECORDS.
A COPY SHOULD BE SENT IN .doc, .docx, OR .pdf FORMAT TO THE
ENGAGEMENT TEAM AT:
High-UHB.ABHealthImprovement@nhs.net**