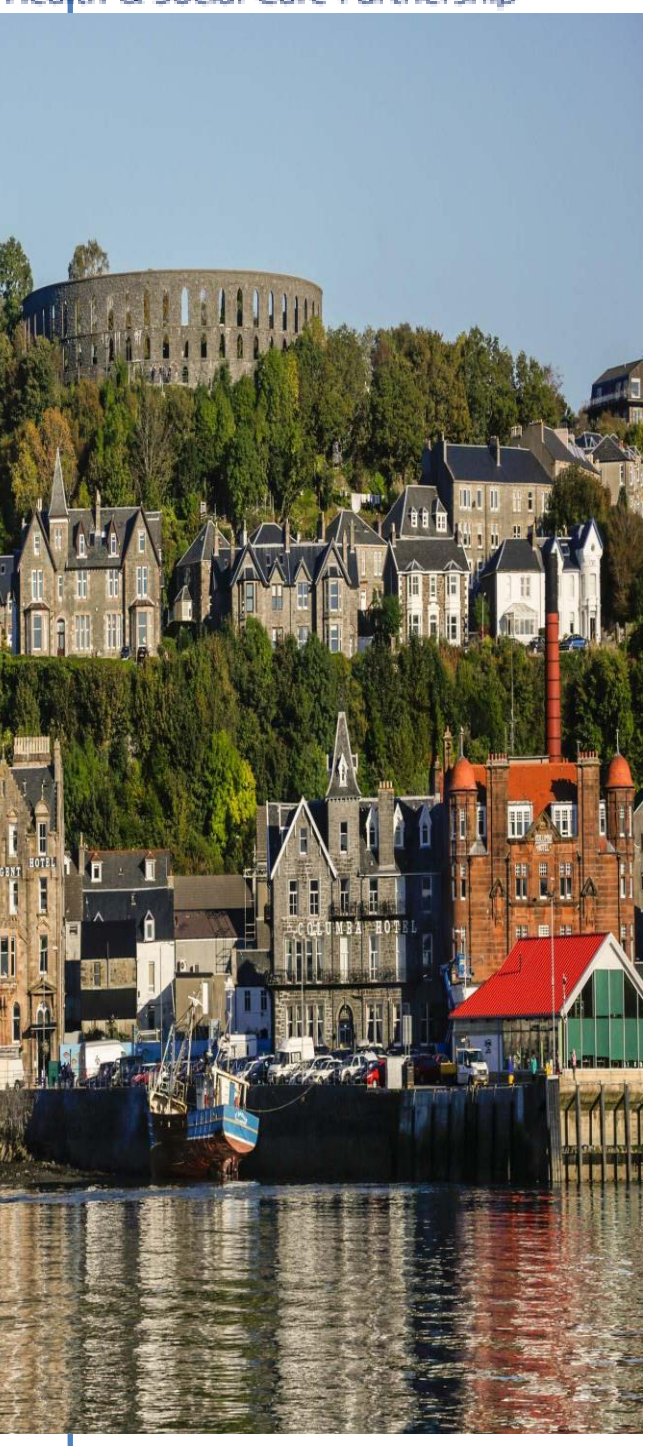
Transforming Together

Health & Social Care Partnership



Joint Strategic Plan and Strategic Commissioning Strategy

Engagement and Communications Action Plan

September – December 2021

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2. Vision and Aims

3. Stakeholder needs analysis

4. Communication Plan and Key messages

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6. Engagement Template

2. Vision - Take a new BOLD approach (**B**etter **O**utcomes by **L**ocal **D**esign)

We want to ensure that everyone has the opportunity to input into the future shape of health and social care services. We want to know the stories of how Covid has affected people and what we can learn from experiences.

Aim – This engagement and communication framework aims to embed an approach which is fully aligned with the Scottish Governments Planning with People Guidance and A&B Engagement Strategy. It sets out what our stakeholders can expect, type of engagement and how and when the HSCP will communicate.

For clarification, within this document, Communications and Engagement mean:

- Communications – process of **two way exchange** of information, i.e. sharing information, listening to each other's feedback, and maintaining dialogue until the end of the process.
  This may be written (paper or electronic), or verbal / face-to-face, and may require specialist support (e.g. sign language, lip readers, note takers, other interpreters).

- Engagement – process of **working with others** on matters which affect or interest them.

3. Stakeholder Needs Analysis

Stakeholder	**Examples of stakeholders interests / needs**	**Stakeholder requirements – consulted / informed etc.**	**Objective**	**Methods**	**Frequency**
Staff	Staff knowledge and contribution to options for future health and social care.	Inform, Consult	Provide information in the form of data and Objectives, Priorities and Commissioning Intentions. Obtain feedback to inform development and improvement and formulate priorities.	Staff survey reflecting the workshop questions. Staff engagement events	As per Communication plan
Area Managers	Area Manager knowledge and contribution to options for future health and social care.	Inform, Consult	Provide information in the form of data and Objectives, Priorities and Commissioning Intentions. Obtain feedback to inform development and improvement and formulate priorities and blueprint for future.	Area Manager Workshop	As per Communication plan
Strategic Planning Group (SPG)	SPG contribution to options for future health	Involve and consult	Provide information in the form of data and Objectives,	SPG Workshop	As per Communication plan

Stakeholder	Examples of stakeholders interests / needs	Stakeholder requirements – consulted / informed etc.	Objective	Methods	Frequency
	and social care		Priorities and Commissioning Intentions. Obtain feedback to inform development and improvement and formulate priorities and blueprint for future.		
Strategic Commissioning and Market Facilitation Steering Group	Consultation with group on versions of the JSCS and further development and implementation of the strategy.	Involve and consult	Provide information in the form of data and Objectives, Priorities and Commissioning Intentions. Obtain feedback to inform development and improvement and formulate priorities and blueprint for future.	SCMFSG Workshop	As per Communications plan
People who use health and social care services	Valuable contribution from experience on options for future care	Inform, Consult	Share the Objectives, Priorities and Commissioning Intentions. Obtain feedback to inform development and improvement.	Webinar Social Media Community Councils LPGs Living Well Network Co-ordinators	As per Communications plan
Third Sector Providers & Independent Providers	Inform to ensure they are ready for any procurement opportunities and co-production	Informed and Collaborate	Share the Objectives, Priorities and Commissioning Intentions. Receive feedback on any challenges.	Third Sector Interface Internal Procurement Scottish Care	As per Communication plan
Elected members & SMT	Impact on Argyll and Bute residents and Council employees	Informed of changes and the council's response to the reforms	To ensure elected members are fully supportive of the process and direction.	Through elected member briefings, presentations, paper to SLT.	As per communications plan

Communication and Engagement Action Plan:

Action Plan - Taking a BOLD approach *BETTER OUTCOMES LOCAL DESIGN*					
WHO WE WILL REACH					
NATIONAL groups/aim		**LOCAL groups/aim**		**INTERNAL groups/aim**	
• General public	To ensure as wide an engagement as	• Residents (/employees)	Encourage engagement at all levels of the project	Employees as: • drivers for	Support the council's reputation as an employer of

• Influencers/ decision makers	possible To develop digital engagement tools	• Employees • Partners • Care Providers	including, collaborating, consulting, empowering and informing	change • ambassadors for the council	choice, and awareness of its challenges and successes

WHAT WE WILL SAY		
NATIONAL	**REGIONAL/LOCAL**	**INTERNAL**
• Empowering communities to plan services • HSCP supports the Independent Care Review findings and wishes to ensure local needs are met.	• Choose Argyll, Love Argyll • Engagement is at the heart of our transformation aspirations. • Ambitious, successful	• You voice matters – this is what we're doing to be an employer of choice • Together we can transform better services • Be ambitious, be proud of the difference you are making

HOW WE WILL REACH PEOPLE	
CHANNELS	
Digital	Website(s), social media, mobile devices, Hub, emails, screens
Print channels /broadcast media	Newspapers, radio, TV, noticeboards
Face to face	Events: to be decided. This may be a digital consultatation
CONTENT	**Supporting actions – making messages real**
Accessibility - Plain English - Multi channels	Content of channels broadened Governance of content strengthened by SLWG Security of social media channels reinforced
Visually recognisable - Branding for HSCP Localised pictures. - Photos 'painting a thousand words'	Coherent branding that can be used across the Health and Social Care Programme Localised and Formatting You said we did as evidence of listening
Matched to channels - Guides/training - Analytics on performance	Upskill staff on producing compelling content for various communication channels

ACTIONS August - December 2021					
Action	**Completion date**	**Responsible**	*****	**Success measure**	**Status**
***Key beneficiary of the action:** purple = the stakeholder / green = the HSCP l / blue = both					
Staff Engagement Events					
Dates agreed for Staff Engagement Events	31 August	Planning/Heads of Service		Dates agreed: 29/9; 30/9; 4/10; 5/10	
Invites out to all Staff	31 August	Communications/ Planning		All staff are aware of events and how they can access them	
Staff Survey developed	14 September	Public Health/Planning		All staff have a chance to input into consultation	
Agenda set for Staff Engagement events	14 September	Service Planning Manager/Heads of Service		Agenda is agreed and facilitation is obtained. HiS has been approached and may help facilitation	
Writing up of events	30 November	Public Health		Fully informed JSP & JSCS	
Strategic Planning Group (SPG) Workshop					
Date agreed for SPG Workshop	31 July 2021	Planning		Date agreed 7/10	
Invite sent to SPG	31 July 2021	Planning		Invite sent	
Agenda set for SPG Workshop and Slides developed	14 September	Planning/HiS		Meeting set up with HiS 14/9. Agenda is agreed and facilitation is obtained. HiS has been approached and may help facilitation	
Writing up of feedback from the Workshop	30 November	Public Health			
People who use Health & Social Care Services					
Decide on format of event	30 September	Communications/ Planning/Public Health		Due to continuing Covid-19 situation events need to be online. Due to limited staff resource time from public health, decision made to have an accessible webinar for	

				the public with presentations and opportunities for questions and comments.	
Pre event/webinar Q&A (slido)- Before agreed live webinar below.	11 November	Planning/Communications		Meet with Louise systems advisor 8 November	
Invite out to public Webinars dates, Pre event Q&A, Survey	15 November	Communications/ Planning		Meeting with Communications 8 November and Communication team joined meetings with consultant week beginning 14 November:	
Public Survey developed	11 November	Public Health/Planning		Meeting with Sarah Griffin 8 November; Public Survey completed and out.	
Writing up Webinars & Q&A's	18 December	Public Health			
Third and Independent Sector and Community Organisations					
Meet with TSI and Commissioning to discuss events	October 2021	TSI/Commissioning/Planning		Discussion took place and events agreed.	
Engagement event to take place on 23 November and Sam and Alison to present at the Adult Health & Wellbeing Network	22/23 November	TSI/Commissioning/Planning		Event being lead by Commissioning who will also write up the event.	
Incorporating feedback into the engagement section of JSCS	31 December 2021	Public Health			