



Nottinghamshire Health & Wellbeing Board

Communications & Engagement Plan

Background

The Health and Social Care Act was passed in March 2012. The main changes within the Act are:

- The abolition of Primary Care Trusts and Strategic Health Authorities
- The formation of Clinical Commissioning Groups (CCGs) responsible to a new NHS Commissioning Board.
- All hospital trusts to become foundation trusts.
- The creation of Public Health England (PHE)
- The creation of local Health and Wellbeing Boards
- The appointment of a Director of Public Health in upper tier local authorities (including joint appointments where appropriate.)
- The transfer of the public health workforce & responsibilities between the NHS to local authority
- The creation of a ring fenced public health budget for local authority.

The majority of these changes will become effective from April 2013.

Local

The Shadow Nottinghamshire Health and Wellbeing Board was established in May 2011 and is comprised of 18 members:

- 5 county councillors
- 2 representatives of the district/borough councils
- The Director of Adult Social Care, Health and Public Protection
- The Director of Children, Families & Cultural Services
- The Director of Public Health
- Representatives of each of the 6 Nottinghamshire CCGs
- A representative of Healthwatch (currently LINKs)
- A representative of the NHS Commissioning Board (currently PLT Cluster Board rep)

The aim of the board is to provide leadership to improve the health and wellbeing of Nottinghamshire and to develop a strategy to deliver this through close co-operation between the health service, local government and providers of services.

The legislation requires the Health and Wellbeing Board to produce a Joint Strategic Needs Assessment and a Health and Wellbeing Strategy which local commissioners have a duty to consider when making commissioning decisions.

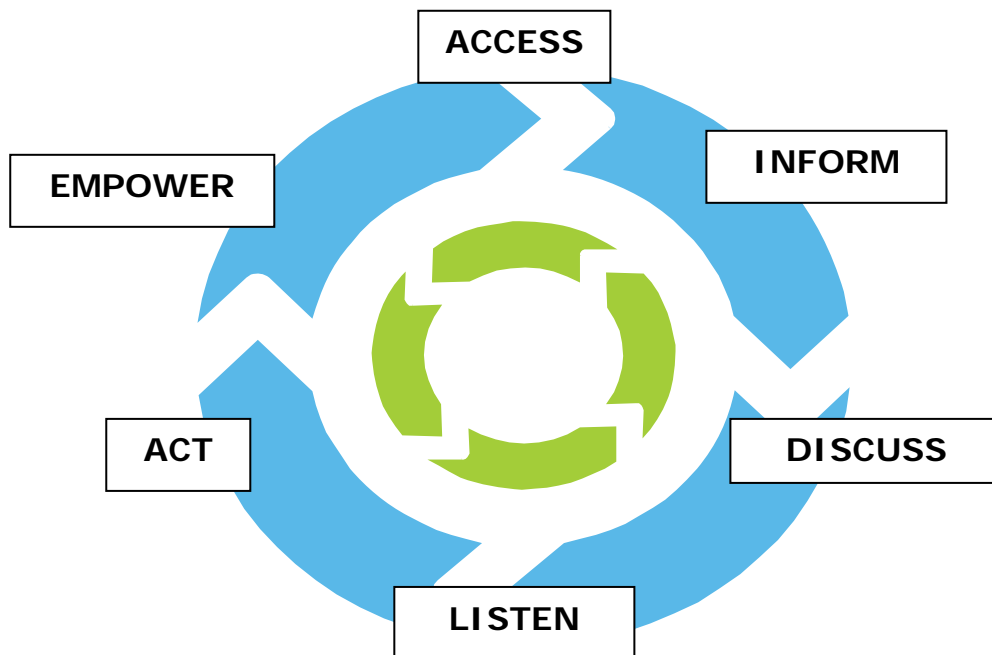
Aim of the Plan

To raise awareness of the Health and Wellbeing Board and its role in the new system of health and social care.

To raise awareness of the work of the Health and Wellbeing Board, including the JSNA and the Health & Wellbeing Strategy and how they may be influenced.

Approach

The Plan promotes a joined up and continuous process for communication and engagement. This is described using the following illustration:



ACCESS: Making sure all interested people are given the opportunity to get involved

INFORM: Providing information to help an informed debate

DISCUSS: Promoting active discussions to gain all viewpoints

LISTEN: Being open to all contributions

ACT: Being prepared to act on all comments and providing feedback on what has changed as a result

EMPOWER: Building capacity in communities to continue the consultation and engagement cycle and take a lead in promoting health and wellbeing.

Principles

All communication relating to the JSNA, HWS and public health should refer back to their contribution to the work of the Health and Wellbeing Board and the overall principles of the Board, wherever possible. Exceptions will be made where this would confuse the key message being communicated.

Communications should be accessible to as many people as possible. It is recognised that with a large and diverse population that methods of communication will be developed to engage with as many stakeholders as possible, in a variety of formats.

Wherever possible existing networks will be utilised including membership of NCC citizens panel, CCG Take a Healthy Interest forums, LINKs network, HWB stakeholder network, provider networks and other local groups.

Communication should be consistent with the engagement strategies of other directorates within NCC e.g. Children's Trust Participation Strategy,.

Communication should also be coordinated. There is a great deal of overlap with the work of the Health and Wellbeing Board and the work within the council in Adult Social Care and in Children and Families and this could be coordinated under the umbrella of the Health and Wellbeing Board to ensure that all consultation supports the overall aims and work plan of the HWB and that it is not duplicated.

Coordination could extend to other key partner organisations such as CCGs and district/borough councils and aligned with relevant national campaigns such as National No Smoking Day or Falls Awareness Week.

This plan provides a foundation for raising awareness of the Health and Wellbeing Board and its role in improving the health and wellbeing of the population of Nottinghamshire. In developing the work of the board more targeted plans will be developed which are specific to individual pieces of work by JSNA chapter.

Target audiences

This document looks at those stakeholders with an interest in generic health and wellbeing. The audience may change depending on the focus of the work to be undertaken, for example in reviewing different sections of the JSNA.

Stakeholders have been grouped into 4 general groups:

- Commissioners:** those people who buy and shape services
- Customers:** those people who directly use the services or support those who do so
- Collaborators & providers:** those who provide a service or who has an impact on services provided
- Commentators:** those people or organisations who are not directly involved in using, buying, providing or shaping service but whose opinion may influence the opinion of others

Commissioners	
CCGs	Public health
Nottinghamshire County Council	NHS Commissioning Board/PHE

Customers	
Local population	Carers
Service users	Seldom heard groups
Neighbouring populations	PPGs?

Collaborators & providers	
Fire	Police
Probation service	Ambulance
District/borough councils	CCGs
Voluntary and community sector	Healthwatch
Scrutiny and policy committees	Clinical networks
Clinical senates	Care Quality Commission
NHS provider trusts	Private providers
Community groups	Integrated commissioning groups
User groups (including carers)	Housing associations
Parish councils	Neighbourhood groups
Recreational groups (e.g. WI)	Local businesses
Safeguarding Board	PPGs
Schools	

Commentators	
Media – local & national	MPs
District/borough CEs	County Councillors
District councillors	Other local authorities
Department of Health	NCC staff
Pressure groups/bloggers	Social media
Youth MPs	

Key messages

- The Nottinghamshire Health and Wellbeing Board is the key vehicle to improve the health and wellbeing of the population of Nottinghamshire by ensuring that partners across health and social care work together.
- The Health and Wellbeing Board is responsible for identifying the health needs of Nottinghamshire through the production of a Joint Strategic Needs Assessment (JSNA) and developing a Health and Wellbeing Strategy to address those needs.
- The Nottinghamshire Health and Wellbeing Board is committed to communicating and engaging in as many ways as possible through a range of communication vehicles, encouraging people to have their say on local plans.

Communications

Internal communications

- PCT Team Talk
- NCC Team Talk
- CCG newsletters
- NCC intranet site
- District/borough council intranet sites
- Updates to HWIG & HWB

External communications

- Presence on PCT and NCC web sites
- CCG websites
- NCC County News
- Stakeholder network briefings
- LINKs newsletters
- CCG/PPI newsletters
- Local media
- District/borough council web sites & newsletters
- Social media

Evaluation

Evaluation should be undertaken based on generic awareness raising and also by individual theme and its specific audience.

An evaluation plan will be developed and will include the following methods of evaluation to assess awareness of the HWB, JSNA and HWS.

- Annual surveys through NCC's existing mechanisms i.e. annual residents survey, citizens' panel and County News
- Annual survey through stakeholder network
- On-line survey via NCC website
- Attendance at events
- Evaluation from events
- Stakeholder satisfaction with the JSNA & HWS.
- Number of responses received during consultations
- Responses representative of local population & including equality groups, key stakeholders & seldom heard groups.
- Number of internet hits for web pages.
- Other channel measures (e.g. media coverage).

Feedback

Methods of feedback should be integral to all of the communications and engagement work undertaken.

Coordination and collation of responses should be undertaken through the Health and Wellbeing Implementation Groups via integrated commissioning groups.

Where relevant topic specific feedback should be collated across the integrated commissioning groups to allow a holistic approach to be developed e.g. obesity would involve input across children, young people and adults.

Sustainability

Through a coordinated approach, the plan will keep track of networks and contributors, identifying community champions to promote health & wellbeing messages. It aims to harness the knowledge, skills and capacity of individuals to embed communication and engagement into everyday life and work, forming locally empowered communities.

Activity Plan

Stakeholders	Objective	Method	When	Where	Who	Cost? £ Y or N
Local population of Nottinghamshire	Consultation to seek views on the structure, format & accessibility of the JSNA.	Internet (web pages) Online survey Media Social media	March/April	Internet	HWB plus digital team	
Local population of Nottinghamshire	To consult with the public and stakeholders in Nottinghamshire on a draft version of a health and wellbeing strategy to gain broad spectrum agreement for the strategic priorities for the health and wellbeing board and strategic plan, to inform the final version of the strategy.	Internet (web pages) Face to face: Meeting Written: Survey Online: Survey Media Social media	February/March 2012	Internet	HWB plus digital team	
Various	HWB workshop discussion on HWS identifying priorities for action.	Face to face meeting	February 2012	CH	HWB	
Various	Papers presented on HWS & JSNA for comment.	Face to face	May 2012	CH	HWIG	N
Various	Papers presented on HWS & JSNA for comment.	Face to face	May 2012	CH	HWB & others	N
Local population of Nottinghamshire	To raise awareness of the JSNA and proposed development plan for review and encourage engagement in the process.	Publish the work plan for the JSNA process to identify the specific topic areas & intended plan for engagement.	Publish work plan on NCC website by December 2012	Internet		
	To develop a template for topic leads to define engagement activity for each topic area.	Written material	December 2012	NCC intranet	JSO Group	
Population	To raise awareness of the HWB and its work	Article in County News	January 2013	Publications	HWIG	
Population	To raise awareness of the HWB and its work	Refresh of HWB web pages <ul style="list-style-type: none"> Profile of members Work plan 	January 2013	Internet	HWIG	

Population	Availability of accessible documents	Development of summary/easy read documents for HWB, JSNA & HWS	To be confirmed when project manager in place			
Population	To raise awareness of the HWB & its work & specific areas of interest for each meeting.	Internet Media Social media PCT/NCC staff briefings Local events	January – March 2013	Internet Event locations CH/PCT	PH Comms NCC CCG PPI leads?	
NCC/HWB	Appoint short term project support.	Recruitment / secondment / Trainee placement	January 2013	CH	HWIG	
NCC/partners	Map / Review stakeholders and communication and engagement mechanism to identify overlaps and gaps	Face to face meetings Emails Discussion with NCC engagement lead	To be confirmed when project manager in place			
NCC/partners	Establish links for current/planned engagement work to coordinate activity	Face to face meetings Emails Discussion with NCC engagement lead	To be confirmed when project manager in place			