

COMMUNICATIONS QUARTERLY REPORT - JUNE 2016

Aim

- 1.1 This report aims to provide the IJB with an update of the communications and engagement activity that has been undertaken to support the Health and Social Care Partnership, and to provide an indication of the work which is currently planned for the next period.

Background

- 2.1 The Partnership is committed to communications and engagement activity that delivers a shared understanding and builds our collaborative approach, so that we continue the conversation with stakeholders on how to provide the best services for the different local communities.
- 2.2 The communications teams in NHS Borders and Scottish Borders Council (SBC) are working closely together to develop and deliver these activities, in line with an agreed project plan, and as directed by the IJB and its sub committees and groups, e.g. Strategic Planning Group (SPG).
- 2.3 Over the last three months, we have delivered several key communications as well as having developed specific communications which are currently subject to approval and/or further discussion. These are summarised below.

Summary

- 3.1 The Strategic Plan and supporting documents were published on the Health & Social Care Integration pages of the SBC and NHS Borders websites, following the documents being approved by the IJB. This launch was supported by social media, and we issued a joint press release.
- 3.2 We continue to engage with and develop our relationship with the local media. We received solid press coverage leading up to Integration going live. Berwickshire News wrote an article published 10.03.16 after attending a presentation held by the Chief Officer at an area forum meeting. As a follow-up, we received a press inquiry which resulted in two substantial articles in Berwickshire News and the Southern Reporter.
- 3.3 We have recently delivered the facility for staff in both NHS Borders and SBC to access each other's email and telephone information through a shared address book within Outlook. This is a welcome step in helping us to support staff that are working across both organisations and has been received positively. The communications team provided information on this for all staff through direct mailings and intranet posts.
- 3.4 We provided communications support to the IJB Development Session in May. This was a key event in our engagement with staff within localities. We worked with the localities teams and research and information analysts, to ensure that the IJB were able to have key facts re the specific locality, enabling members to understand the Cheviot context. Staff engaged openly with the IJB on the day, giving a true

picture of the challenges and opportunities within that locality. We will capture these views and this will enable us to continue to improve both our communications activity in a targeted way, as well as informing the approach that the Locality Co-ordinators are taking in their key role.

- 3.5 We have developed a brochure which is aimed at informing and engaging with GPs. We see this as a step in helping us all to identify the key elements of how their role in the integration will be delivered. In developing this, we have worked with GPs to ensure that we have achieved the most appropriate format and information for that audience. Once approved, we will issue this through our normal channels, including the GP Sub Committee.
- 3.6 We then plan to adapt this format in communications for clinicians and for the third and independent sector. Similarly to the GP brochure, we will seek input from each of these stakeholder groups in developing the communications.
- 3.7 Upcoming communications include:
- H&SC Update, newsletter to all stakeholders
 - SB Scene (internal magazine for SBC staff)
 - SB Connect (newspaper from the Council to all households in the Borders).
- 3.8 We have drafted the Health and Social Care Partnership Communication and Engagement Strategy 2016/17 which has been reviewed by the SPG and will come forward to the IJB for approval in due course.

Recommendation

The Health & Social Care Integration Joint Board is asked to **note** the report.

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| Policy/Strategy Implications | Communications activity to support the delivery of the Strategic Plan |
| Consultation | As part of our ongoing communications activity, we engage regularly with all stakeholders |
| Risk Assessment | To be included in programme risk management activity |
| Compliance with requirements on Equality and Diversity | To be reviewed vis a vis each communication item |
| Resource/Staffing Implications | Support provided from existing programme team |

Approved by

| Name | Designation | Name | Designation |
|--------------|---|-------------|--------------------|
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