

January 2016

## Report on Community Engagement Activities Formal consultation on second draft of Strategic Commissioning Plan for Health and Social Care

The Second Draft of the Strategic Commissioning Plan for Health and Social Care Integration 'changing health and social care for you – a further conversation' was published on 20<sup>th</sup> October 2015. The consultation ended on 11<sup>th</sup> December 2015.

The document, along with a summary version (both shown right), was distributed as hard copies to key stakeholders. In addition, the documents along with the formal consultation questions were published online at [www.scotborders.gov.uk/integration](http://www.scotborders.gov.uk/integration) and [www.scotborders.gov.uk/consultations](http://www.scotborders.gov.uk/consultations) and sent electronically to identified stakeholders (Please see Appendix 1).



All events were supported by a large amount of communication activities to promote the events including direct emailing, press releases and regular social media content.

### *Activities for staff and public*

Engagement activities were broadly divided into two categories: staff and general public.

### *Staff*



In terms of staff, the major challenge for communicating was the huge number of staff affected across a wide range of areas and locations. These staff also have varied roles, shift patterns, accessibility to online information and ways of communicating with each other and their line managers. Therefore, there was no identified 'one communication method that fits all' in this situation.

As a result, it was agreed that responsibility should be placed on managers who were to be given the 'tools' to have conversations with their staff in the most appropriate and effective way.

To prepare managers and other key opinion leaders for this two launch events were held in early November 2015 and a total of 50 people attended. The participants came from 35 different departments/organisations/groups (Please see Appendix 2). The main objective of these events was to update attendees on integration and the Strategic Commissioning Plan and give them the relevant materials so that they in turn could inform their own staff and networks, and report back.

All the managers were provided with one of our Health and Social Care Partnership bags (which were produced for the previous phase of consultation) these included a copy of the plan, summary document, questions, conversation prompts, briefing notes, and a feedback form. They were also emailed all the materials as well as presentation.

### *General public*

For the general public the activities were based on the principle of taking information to people instead of asking people to attend a specific event. Members of staff met people in all five localities, having pop-up information booths at the following locations:

- Local food market - Jedburgh
- Popular café - Hawick
- Transport Interchange - Galashiels
- Library - Duns
- Supermarket - Peebles

A simplified questionnaire was developed for the pop-up events. In addition to general publicity, an A1 sign (right) was placed outside the pop-up locations to inform people of the on-going events and encourage them to come in and take part.

Presentations were also given to key stakeholders at Area Forum meetings, independent and third sector organisations and selected community groups. At these meetings copies of the document and summary document were also distributed.



The screenshot shows the Borders College website header with the logo, contact information (Tel: 08700 50 51 52, Fax: +44 (0)1896 758179), and navigation links (Home, About Us, News & Events, College Documents). Below the header are three main navigation buttons: 'Future Students', 'Current Students', and 'Business and Employers'. The 'News and Events' section is active, displaying a list of links: 'Current News', 'Archive', and 'Open Days 2015/2016'. A featured article titled 'Consultation with students on draft Strategic Plan' is shown, with a summary of the event.



A presentation/workshop was held at the Borders College in Galashiels in early December for the students studying health and social care. The purpose of this was to reach those who may become our future workforce – to tell them about what Integration is about and also encourage their feedback. The programme director made the event mandatory for the students and a total of 65 students and staff attended. A joint press release between the partnership and Borders College was issued after the event and promoted on website (right) and social media to highlight the success of the event.

**Hard copies distributed**

Few copies remain of the 450 copies of the Strategic Commissioning Plan and the 1350 copies of the summary printed for this consultation. In addition to copies distributed at public engagement events, Area Forum meetings and to community councils, hard copies of the plan and the



summary document were sent to all libraries, library contact centres and registered GP practices in the Borders (Please see Appendix 3). The Borders Carers Centre mailed out 700 copies of the summary document to their carers.

### *Media coverage*

In connection with the publication of the Strategic Commissioning Plan on 20<sup>th</sup> October, a news release with accompanying photograph was sent out to media partners. It was picked up by local newspapers for their on-line versions and articles were also published in the paper editions of the Berwickshire News and the Southern Reporter (right). The Integration team at the Scottish Government picked up the news story that appeared in the Hawick News online edition and mentioned our events in their monthly national newsletter that went out the following week. The Scottish Government's newsletter also included a blog post written by our own dedicated Communications Officer for Integration (Carin Pettersson) about our engagement activities in the Scottish Borders.

Another news release was issued to announce the public consultation events. The announcement was picked up by Hawick News and appeared in their printed edition.

### *Social media*

All engagement activities were supported by social media coverage on both Facebook and Twitter. A total of 14 messages were published on SBC's Facebook page (currently 10.k followers) and another 14 were published on SBC's Twitter (currently 8k followers). The campaign was kicked off by two messages on Facebook and two on Twitter during the first week of the consultation (right), followed by three on each of the two channels the following week. During the week of December 11 when the consultation ended, a total of 8 messages were published, four on each channel. A short link to the consultation on the Council's website was created and included in all posts.



### *Plasma screen message*

The Council has plasma information screens which are regularly used to promote events, news and consultations. A screen message (below right) informing of the consultation was displayed on all screens December 9, 10 and 11. The Council has screens in the following locations:

- Coldstream Library Contact Centre
- Duns Library Contact Centre
- Eyemouth Contact Centre
- Galashiels Contact Centre
- Hawick Contact Centre
- Newtown St. Boswells HQ Reception Desk
- Innerleithen Library Contact Centre
- Jedburgh Library Contact Centre



- Kelso                                      Library Contact Centre
- Peebles                                    Contact Centre

### *Feedback received*

Responses were not received from all those contacted. This may be because they felt their comments from the previous consultation on the Plan had been reflected in the final draft or they felt that the Plan was fit for purpose.

Written and/or detailed responses were received from:

- Berwickshire Association for Voluntary Services (BAVS)
  - Borders College, health and social care students and staff
  - Borders Equality Forum
  - Encompass
  - Eyemouth Town Community Council
  - Gavinton, Fogo & Polwarth Community Council
  - Kalewater Community Council
  - Lammermuir Community Council
  - Lilliesleaf, Ashkirk & Midlem Community Council
  - Mental Health & Wellbeing Forum (via BVCV)
  - NHS Borders Training & Professional Development
  - Public Health Department
  - SAMH
  - Scottish Care
  - Swinton & Ladykirk Community Council
  - User & Carer Working Group (via BVCV)
- 
- 24 responses from individuals
  - Approximately 220 questionnaires from the pop-ups engagement events

### *Information quality*

Feedback received is in both qualitative and quantitative formats. The questionnaires used at the pop-up information sessions were designed to give a quantifiable indication. Whether or not this will be possible depends on the quality of the data received. The data from these events has not yet been fully analysed, but it is believed that the data will be useful in the future localities planning.

The formal consultation questions and other feedback received mainly fall into the qualitative category. Whenever possible the qualitative information has been used to inform the final draft of the Strategic Commissioning Plan or retained for future use.

Please see Appendix 4 for an overview of the main themes in the consultation feedback.

## **Conclusion**

Although all data from this consultation is not yet fully analysed, it is believed that the information received is of high quality, that it has been provided by a broad cross section of the Borders population and that it will be useful in further planning.

Community engagement is however about more than just receiving feedback or consulting by presenting information for comment, it is also about co-production, informing and involving individuals and communities.

The feedback received does not equal the number of people who have received information about the plan and had conversations about it, nor does the feedback give any indication of how many people who have reviewed the actual document, but decided, for whatever reason, not to comment.

Based on the number of copies distributed, the attendance at the engagement events, the publicity generated, social media activity carried out, and the number of presentations held, it can be assumed and acknowledged that the number of people who know at least something about health and social care integration is substantial. It is estimated that based on the activities conducted and the media coverage, including social media, the campaign has potentially reached over 10 % of the Borders population.

## **Appendix 1**

### **Health & Social Care Integration Strategic Commissioning Plan**

#### **Consultation on final draft**

##### Stakeholders consulted

Information was distributed electronically, in the first instance, to groups and individuals across the Borders. These included both service providers and service users.

The following groups were consulted with information being sent via named contacts (the assumption has been made that these contacts have distributed information as requested):

- Scottish Borders Councillors
- NHS Non-Executive Directors
- NHS Public Partnership Forum (including some individual members)
- NHS Public Participation Network
- NHS Borders Public Reference Group
- BGH Participation Group
- Community Councils
- Borders Voluntary Care Voice
- Borders Carers Centre
- Third Sector Interface
- Scottish Borders Community Planning Partnership
- Senior Managers - NHS Board Executive Team
- SBC Corporate Management Team
- Police Scotland
- Scottish Fire & Rescue Service
- Social Care staff

- Social Workers
- Mental Health Officers
- RSLs
- GPs/GP Practice Managers
- Community Dentists
- Private Dentists
- Opticians
- Social Care staff – Care Homes
- A&E Staff
- Out of Hours staff
- AHPs
- Outpatient staff
- Public Health Professional
- Nurses
- Community Hospital staff
- Pharmacists
- DME
- Hospital based pharmacists
- Friends of the BGH
- Sensory Services Team
- User/carer working group (BVCV)
- Parent/carers working group
- Citizens Panels
- Youth Voice
- Equality Forum
- Borders LGBT Equality Forum
- Borders Talking Newspaper
- NHS Public Governance Committee
- Volunteer Centre Borders
- Social Care staff – Third Sector
- Joint Staff Forum
- Medicines Resource Group
- Area Clinical Forum
- Mental Health Professional Nurses Forum
- Physical Disabilities Strategy Group
- Alzheimer Scotland – Borders Services

Individual stakeholders that attended previous consultation meetings in Duns, Galashiels, Hawick, Peebles and Kelso were also sent information.

Information was also sent to organisations working in the following fields:

- Care homes
- Drugs and alcohol
- Housing support
- Sheltered housing
- Homecare
- Older people
- Learning disability

## Appendix 2

Key stakeholders were invited to two launch events held in early November. The people attending were asked to inform their own staff and networks. Participants came from the following areas:

AMD, BGH
BGH Local Partnership Forum
Business & Performance, Social Work, SBC
Children & Young People, SBC
Clinical Service, NHS
Communal mental health, NHS Borders
Communications , NHS Borders
Community Nurse, P&CS, Hawick Health Centre
Delivery Support, NHS Borders
Director of Integration
Gala Resource Centre and Mental Health Local Area
Health & Social Care Integration Programme, SBC
Housing and Care Services
Integrated Joint Forum
ISD, NHS, National Service Scotland
Learning Disability Service
Local Integration - Falkirk and Scottish Borders
Mental Health & Addictions
Mental Health Local Partnership Forum
Mental Health, NHS Borders
NHS Borders
Nursing, NHS Borders
Org & Change Business, SBC
PACS Local Partnership Forum



PH Dept, NHS borders
Planned Care and Commissioning, NHS Borders
Planning & Performance, NHS Borders
Primary & Community Services, Borders General Hospital
Procurement, Estates & Facilities, NHS
SB Cares
Social Care & Health, SBC
Social Work Services, SBC
Training & Professional Development, NHS Borders
Work & Well-Being, NHS Borders
Workforce & Planning, NHS Borders

### Appendix 3

#### List of General practitioners within the NHS Borders

Merse Medical Practice, South Crofts	CHIRNSIDE
Coldstream Medical Practice	COLDSTREAM
Merse Medical Practice	DUNS
Duns Medical Group, The Knoll	DUNS
Earlston Medical Practice, Kidgate	EARLSTON
Eyemouth Medical Practice, Houndlaw Park	EYEMOUTH
Waverley Medical Practice Centre, Currie Road	GALASHIELS
Braeside Medical Practice, Currie Road	GALASHIELS
The Ellwyn Medical Practice, Currie Road	GALASHIELS
Glenfield Medical Practice, Currie Road	GALASHIELS
Roxburgh Street Surgery, 10 Roxburgh Street	GALASHIELS
Greenlaw Surgery, Duns Road	GREENLAW
Teviot Medical Practice, Teviot Road	HAWICK
The O'Connell St Medical Practice, O'Connell Street	HAWICK
St.Ronan's Practice	INNERLEITHEN
Jedburgh Medical Practice Queen Street	JEDBURGH
Kelso Medical Group Practice, Health Centre	KELSO
Stow & Lauder Health, The Surgery, 1 Factors Park	LAUDER
The Health Centre, St Dunstan's Park	MELROSE
Newcastleton Health Centre, Moss Road	NEWCASTLETON
The Neidpath Practice	PEEBLES
The Tweed Practice, Neidpath Road	PEEBLES
Eildon Surgery, Auction Mart	NEWTOWN ST BOSWELLS

Selkirk Medical Practice, Viewfield Lane	SELKIRK
Stow & Lauder Health, Station Road	STOW
West Linton Medical Practice, Deanfoot Road	WEST LINTON

#### Appendix 4

##### Main themes in consultation feedback

The feedback on the second consultation was detailed and varied. The table below lists the main themes that were mentioned in multiple sets of feedback. There are many more instances of individual, often very specific comments, which are not reflected here.

Theme	Action(s)
The work mentioned under the nine Local Objectives does not just relate to the care group given in brackets – it does and should relate to me/us/other users too.	<p>Strategic Commissioning Plan updated:-</p> <ol style="list-style-type: none"> <li>1. Objectives section extended to include additional examples of work against each objective.</li> <li>2. Text added to objectives section to note that although many examples give the name of a particular service or strategy in brackets, all of the objectives relate to all of our client/patient groups and we intend that they all benefit from these approaches.</li> <li>3. Text added to emphasise that the examples/detail are not exhaustive and this high-level Plan will be supported by</li> </ol>

	<p>the implementation of Strategies related to specific themes (such as Dementia, Mental Health) and Locality Plans that reflect differing patterns of need across the Borders.</p>
<p>Mixed feedback regarding the targets referred to in respect of the nine Local Objectives. Mix being:-</p> <ul style="list-style-type: none"> <li>• Targets too ambitious</li> <li>• Targets not ambitious enough</li> <li>• Not enough targets</li> <li>• More evidence required for targets and how they link to the objectives.</li> </ul>	<p>Further work to be done around Performance Monitoring.</p> <p>The targets outlined in the Strategic Commissioning Plan are a starting point, based on the “Core Suite” List of integration indicators prescribed by the Scottish Government. Further work will be done to develop the Performance Monitoring Framework for the Health and Social Care Partnership.</p>
<p>The Strategic Commissioning Plan is not detailed enough with respect to actions, partnership resources, monitoring/evaluation of the work undertaken.</p>	<p>The Strategic Commissioning Plan has been developed under the direction of the IJB as a high level document (and its high level nature is emphasised in the final version). It is anticipated that related strands of the work in relation to commissioning, implementation and performance monitoring (amongst others) will start to provide additional detail.</p>
<p>Doubts that everything set out in the Strategic Commissioning Plan is achievable. For example, how will it all be affordable? It tries to be “everything to everyone”. The partnership needs to be more up-front about what it will deliver and what it can’t. Some contrary views also expressed – don’t cut anything, increase spending on everything!</p>	<p>This is work that the Partnership needs to consider further over successive months.</p>
<p>The Plan should make more reference to the third sector and other partners, and the partnership should build closer links with the third sector.</p>	<p>Discussions are in progress with third sector colleagues to improve links and communications, and work together more closely.</p>
<p>Communications need to be more joined up. This was particularly in respect of the various health and social care teams/disciplines communicating with each other, the recipient of care and their Carer. Suggestions included having a key worker/single main point of contact.</p>	<p>This is work that the Partnership needs to consider further over successive months.</p>
<p>Transport issues are a key factor for many patients/clients and/or their Carer. Telecomms/telecare may be useful in some instances, but in others connectivity is slow</p>	<p>ICF-funded transport hub project is underway. Partnership to consider further work required in respect of this often-repeated feedback.</p>

<p>and/or not very accessible to all in our population. Challenges around rurality are a significant concern.</p>	
<p>Needs vary across Borders and between towns/rural areas and you need to take account of this.</p>	<p>Locality Planning work that will be done in 2016 will need to recognise and address this. The Strategic Commissioning Plan commentary has been extended to outline the partnership's arrangements for Locality Planning.</p>
<p>Carers need to be referred to under the list of priorities, have greater recognition and support, and be supported to be more involved.</p>	<p>Strategic Commissioning Plan has been updated – with support for Carers referenced under the “Planning for Change – Key Priorities” section. Other references to Carers – in the Scottish Borders profile and the section on the Local Objectives - have been extended.</p>
<p>Awareness (e.g. by the primary care/acute care team) of who the Carers are is low, and can feel like a tick box exercise.</p>	<p>This is work that the Partnership needs to consider further over successive months.</p>
<p>Social isolation/loneliness is a concern for many. A variety of methods are likely to be required to help alleviate this.</p>	<p>Community Capacity Building work is in progress. Suggest that the Partnership needs to consider this theme further over successive months.</p>