

Scottish Borders Health & Social Care
Integration Joint Board



Meeting Date: 17 September 2018

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HEALTH & SOCIAL CARE PARTNERSHIP COMMUNICATIONS STRATEGY

Purpose of Report:	The purpose of this report is to update the Integration Joint Board (IJB) on the Scottish Borders Health and Social Care Partnership Communications Strategy.
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Recommendations:	<p>The Health & Social Care Integration Joint Board is asked to:</p> <ul style="list-style-type: none"> • Note the integrated approach to Partnership communication and the launch of the refreshed Health and Social Care Strategic Plan via the #yourpart campaign. • Agree communication work streams and standard operating procedures and joint working principles outlined in the Partnership Communication Strategy.
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Personnel:	N/A
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Carers:	N/A
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Equalities:	Equalities Impact Assessment
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Financial:	N/A
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Legal:	N/A
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Risk Implications:	Ineffective communication
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1	Purpose												
1.1	The purpose of the report is to update the Integration Joint Board (IJB) on the Partnership Communications Strategy which has been developed to support the delivery of the refreshed Health & Social Care Partnership's Strategic Plan through effective and consistent communication.												
2	Background												
2.1	The IJB has no dedicated communications support however both Scottish Borders Council (SBC) and NHS Borders have communication teams. Communication support for the Partnership has previously been provided on an as and when basis via existing communication teams. This arrangement has presented some challenges in terms of clarity of roles and responsibilities and consistency for Partnership communication. In order to improve on this a Partnership Communication Strategy has been developed (Appendix A) which clearly identifies three work streams for communication support for the Partnership as well as areas of responsibility for each team to ensure effective communication across the Partnership.												
3	Update on Progress												
3.1	The Partnership Communication Strategy has been developed by communication leads and officers from both SBC and NHS Borders communication teams. The strategy focuses on key messages and work streams which support the Partnership to effectively deliver on the three strategic objectives outlined in the refreshed Health and Social Care Strategic Plan.												
3.2	The three communication work streams and the lead organisation for progressing each work stream are outlined in the table below: <table border="1" data-bbox="263 1332 1423 1780"> <thead> <tr> <th colspan="2">Workstream</th> <th>Lead</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Use the new #yourpart campaign effectively where appropriate</td> <td>Both SBC and NHS Comms</td> </tr> <tr> <td>2</td> <td>Corporate Communications support, promotional activity of good news stories, case studies, and opportunities/services available when appropriate</td> <td>SBC Comms Lead</td> </tr> <tr> <td>3</td> <td>Internal communications activity to ensure staff play their part in fully support the partnership in delivering efficiency and effectiveness going forward</td> <td>NHS Borders Comms Lead</td> </tr> </tbody> </table>	Workstream		Lead	1	Use the new #yourpart campaign effectively where appropriate	Both SBC and NHS Comms	2	Corporate Communications support, promotional activity of good news stories, case studies, and opportunities/services available when appropriate	SBC Comms Lead	3	Internal communications activity to ensure staff play their part in fully support the partnership in delivering efficiency and effectiveness going forward	NHS Borders Comms Lead
Workstream		Lead											
1	Use the new #yourpart campaign effectively where appropriate	Both SBC and NHS Comms											
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3	Internal communications activity to ensure staff play their part in fully support the partnership in delivering efficiency and effectiveness going forward	NHS Borders Comms Lead											

3.3	The Communication Strategy also outlines the standard operating procedures for Partnership communication and joint working principles to ensure that both communication teams have clarity regarding roles and responsibilities and are consistent in their approach to Partnership communication.
3.4	Regular Partnership communication meetings chaired by the Chief Officer for Integration are in place with representatives from both communication teams in attendance. The purpose of meetings are to review communication activity across the Partnership and highlight key areas for Partnership communication on a monthly basis.
4.	Next Steps
4.1	A Partnership Communications Action Plan is being developed and will be populated continuously showing all ongoing communication activity. This will be reviewed and updated at monthly Partnership communication meetings. Measures will be put in place to evaluate the medium and long term effectiveness of Partnership communication and will be reviewed at Partnership communication meetings.
4.2	The refreshed Health and Social Care Strategic Plan will be launched in August 2018 as part of the #your part campaign across a range of communication activities.