



Health and Social Care Integration

Communications and Stakeholder Engagement Plan

Purpose

To set out a framework for communications within the context of Health and Social Care Integration in the Borders. It will also include an engagement plan for the development of the Strategic Commissioning Plan.

***This is a working document ***

Revision History

Version	Date	Summary of Changes	Author
V2	6 Feb	Amendments to reflect next stage of project	Tracey Graham
V3	10 Feb	Contact list updated	Joanne Weir/Clare Malster
V4	04 March	Contact list updated	Clare Malster
V5	12 March	Key messages, action plan updated. Historical actions added	Tracey Graham
V6	8 April	Updated with event info	Tracey Graham

Introduction

Scottish Borders Council (SBC) and NHS Borders are preparing for the new Health and Social Care Partnership which is to go live in April 2015. The new body will see NHS, SBC and voluntary and independent care partners work as one to deliver services which meet the needs of Borderers. The focus on supporting all adults will help people to live well in the community or at home for as long as possible. SBC and NHS Borders share equal responsibility for the programme and will continue to engage with stakeholders across the Borders to inform and shape future service delivery.

This plan sets out how NHS Borders and SBC will engage with all stakeholders on the project as well as consult on the proposed plan for how the partnership will be managed and governed (Scheme of Integration). The Consultation on the Scheme of Integration runs from December-Feb 2015. The plan will continue to be developed throughout the key stages of the programme.

Background

Integration of Health and Social Care is the Scottish Government's initiative to have a health and social care partnership for every NHS Area in Scotland. This programme of reform aims to improve services for people who use health and social care services. Integration will ensure that health and social care provision across Scotland is joined-up and seamless, especially for people with long term conditions and disabilities, many of whom are older people.

The Public Bodies (Joint Working) (Scotland) Act 2014 (the Act) requires Health Boards and Local Authorities to integrate planning for, and delivery of, certain adult health and social care services. It is the most substantial reform to the country's National Health Services in a generation and will also radically transform the way social care services are provided.

Health Boards and Local Authorities can also choose to integrate planning and delivery of other services – additional adult health and social care services beyond the minimum prescribed by Ministers, and children's health and social care services.

The Act requires Health Boards and Local Authorities across Scotland to prepare jointly an integration scheme setting out how this joint working is to be achieved. There is a choice of ways in which they may do this: the Health Board and Local Authority can either 1) delegate between each other, or 2) can both delegate to a third body called the Integration Joint Board. Delegation between the Health Board and Local Authority is commonly referred to as a "lead agency" arrangement. Delegation to an Integration Joint Board is commonly referred to as a "body corporate" arrangement.

Here in the Borders we are going for a body corporate model which means the Council and the NHS will delegate responsibilities to a health and social care partnership through an Integrated Joint Board to provide joined up adult health and social care and community health services.

What services are in scope for integration?

- All community health services

- Adult social care services
- Health visiting
- Community dental services
- Sexual health services
- Unscheduled care

(Please note – this work will run alongside, but should not be confused with the development of the Council’s new Care Company (ALEO) SBCares - which includes the transfer of Homecare, Extra Care, Residential Care, Bordercare, Day Services and the Borders Ability Equipment Service. A separate plan has been developed for this work but it should be acknowledged that overlaps will be monitored).

Timescales

- **November/December 2014** – Complete Draft Scheme of Integration presented to NHS Board, Scottish Borders Council and the Shadow Integration Board
- **December 14–Feb 15 2015** – Formally consult on the draft Scheme of Integration
- **Feb/March 2015** – present proposals to SBC, NHS Board and the Shadow Integration Board for the establishment of the Strategic Planning Group (SPG) in line with published regulations
- **March 2015** – Final Scheme of Integration to be presented for agreement by NHS Board, SBC, the Shadow Integration Board
- **March 2015** – submit final Scheme of Integration to the Scottish Government
- **April 2015** - Final agreed Scheme of Integration presented to first meeting of Integrated Joint Board
- **April 2015** - First draft of the Strategic Commissioning Plan presented to NHS Board, Scottish Borders Council and Integrated Joint Board
- **April–June 2015** - Second draft of the Strategic Commissioning Plan developed in engagement with all prescribed stakeholders, nationally, regionally and in localities
- **July–Sept 2015** – Formal consultation on Strategic Commissioning Plan
- **October 2015** – Strategic plan agreed by the Integrated Joint Board.

The timescales above will inform the communications activities as outlined on page 9.

Objectives

Accurate identification of stakeholders and the appropriate use of communication and engagement tools and processes are essential to ensuring high quality engagement and communication. Stakeholders need to know what changes are planned, why they are happening and how they can contribute to the decision making process.

Aims:

The communication plan aims to make all stakeholders aware of:

- What Integration means
- Why it is happening

- How it will affect them
- The steps towards Integration
- How they can contribute to the Scheme of Integration

Achieving these objectives will be measured by:

- Increase in positive messages about Health and Social Care Integration
- Increased positive coverage in a wide range of media
- Two-way conversation process is consistent and reflective of feedback at all stages
- Continuing to improve work with core stakeholders
- Expanding our contacts to new stakeholders
- Stakeholders display improved understanding of the Scheme of Integration and issues/outcomes
- Media coverage is more accurate and unsurprising – less corrections or clarifications required. If corrections and clarifications are required, these are issued promptly
- Planned and managed strategies for updates, reports, events and issues (involving pre-emptive thinking and planning; pre-agreed prioritisation and lead-in as far as possible)
- Increased buy-in by services and use of senior clinicians/managers to disseminate information as appropriate

Target audience

Those who have an interest in the delivery or receipt of health care must be consulted. These have been identified as the following:

- Health professionals
- Staff
- Service users
- Carers
- Third and independent sector providers
- Providers of social housing
- Recognised representative bodies, representing the interests of specific age, condition or illness groups.

We must also seek feedback from the following groups:

- SBC Elected Members
- Community planning partners
- Community councils
- Area Forums
- Scottish Health Council
- MPs MSPs
- Media
- Third Sector (voluntary groups/organisations)

- Other Health Boards and special boards
- NHS Borders Board, Advisory Committees and Non-Executives Directors
- Independent contractors
- Participation Network - including public partnership forum and public reference group
- Scottish Government
- Commissioned service providers
- Joint service providers
- Public Governance Committee
- Cross Borders patient flows/neighbour Boards
- Equality Forum
- Children & Young People

Communication methods

Full use will be made of all standard SBC and NHS Borders communication channels to deliver key messages and encourage engagement. Attention should be given to finding the most effective way of communicating with harder to reach groups in particular staff who are not online. It is likely that easy read or other alternative format documents will be required for service users/carers.

Communications principles and standards

- Communications will be in Plain English and available in a range of formats.
- Communications will be consistent, regular and accessible.
- Communications will be publicised widely so that people know they exist.
- People know how and to whom they can give feedback.
- Communications will be monitored and evaluated for their effectiveness.

Other considerations

- The partnership has a statutory responsibility to involve patients and members of the public in how health and social care services are designed and delivered.
- Scottish Government Guidance on Informing, Engaging and Consulting the Public in Developing Health and Community Care Policies and Services: 2010 http://www.sehd.scot.nhs.uk/mels/CEL2010_04.pdf
- Equality Impact Assessment guidance: The consultation aims to take into account the views of local individuals, groups and communities including those with protected characteristics. The strategy is, in itself, an inclusive method of ensuring that all views are heard, all impacts are considered and it takes account of our ageing population and changing demographic profile, among other important Equality & Diversity considerations.

Key messages

A set of key messages have been developed and should be used consistently throughout all communications and engagement activity. Please note – this includes overarching key messages for the programme and specific messages which explain the different stages of the programme. Historical activity will be recorded separately and this plan will be updated accordingly.

1) Overarching key messages

- The NHS Borders and SBC health and social care integration partnership will go live in April 2015.
- This aim of this new partnership is to work together to deliver the joined-up services that ultimately will be in the best interests of our staff, service users, patients, families and carers.
- It will bring together The partnership will bring together all community health services; adult social care services; health visiting; community dental services; sexual health services and unscheduled care.
- The new arrangements will:
 - Be person-centred and deliver positive outcomes for patients, service users and carers.
 - Make best use of resources – staff, money and premises.
 - Improve access to services and provide flexible responses to need.
 - Promote positive choices and risk management.
 - Design services together with all key stakeholders.
- A Shadow Integration Board has been created to oversee the work in the Borders to create this partnership. This Board is being chaired by Councillor Catriona Bhatia, SBC's Executive Member for Health Service.
- Both NHS Borders and SBC are facing significant challenges in terms of respective resources. Not only are there financial pressures, but we face a changing population demographic with more older people, a rising number of people with chronic conditions and an ever increasing demand on our services.
- There is recognition that we can't continue to provide services as we do now. We need to find the most effective way of delivering resources that make the best use of the resources, abilities and skills that we have.
- Integration is an opportunity to provide better, more joined up services for the people we care for, help to prevent unnecessary admissions to hospitals and other health care settings and provide care as close to home as possible.
- By working together across the partnership, we will be able to concentrate our energies on the people who need it the most while seeking new and innovative ways of engaging with local communities.
- More information is available from www.scotborders.gov.uk/integration or www.nhsborders.scot.nhs.uk/corporate-information/integration

2) Internal - Key Messages

- Staff are key to successfully transforming services for the future. Your knowledge, experience and expertise can help shape the way we deliver services into the future.
- Across the Borders, you and your colleagues will be asked for ideas and solutions on how we can work better together; always with the service user or patient coming first.
- All staff will remain with their current employer, terms and conditions will stay the same and there will be no change to pension status.

- Change will happen gradually with full engagement with you and the community so ideas can be tested around new ways of working and learn as we go. It will also be subject to quality assurance and careful evaluation.
- Get involved – you can find out the latest updates and information by visiting (webpage) or speaking to your line-manager.
- A regular newsletter will be distributed.

3) Strategic Plan development and Consultation

- Health and Social Care services touch everyone’s life at some point – you can help shape the future of Health and Social Care Services in the Borders
- We want to hear your thoughts and views and help us shape our Strategic Plan moving forward. What matters to you is important to us and this is your opportunity to influence the way our services are delivered through Health and Social Care
- The document provides an overview of the services we are integrating as well as our proposed vision, aims and objectives for the partnership.
- We are seeking views of the public to help us develop our plans for integrated services by the end of October this year. We are seeking your views by 5 June to help inform a draft by mid-June.
- A series of meetings will be held across the Borders in May to support this process and to help us have the conversation with residents.
- A further round of consultation will take place between 1 July, and 22 September over the more detailed plan before the final plan is prepared in October – once again supported by public meetings in late August and early September.
- Once the plan is finalised, it will be reviewed and renewed on a three-year basis and once again, this process will be supported by a programme of public engagement on an ongoing basis.
- A series of events will take place and all members of the public are invited along to find out more and give their views:
 - Mon 11th May – Tait Hall, Kelso
 - Wed 13th May– Volunteer Hall, Galashiels
 - Mon 18th May– Jedburgh Town Hall
 - Tue 19th May - Lauder Public Hall
 - Wed 20th May– Eyemouth Community Centre
 - Thu 21st May– Heart of Hawick
 - Mon 25th May– Argus Centre, Selkirk
 - Tue 26th May– Duns Council Chamber
 - Thu 28th May– Peebles Burgh Hall

• Communications Action Plan | April 2015

Dates	Key messages	Channels	Lead	Comments	Notes/status
-------	--------------	----------	------	----------	--------------

April-15	Feedback from events summary from events Scheme of Integration update Strategic plan update and next steps	Newsletter for staff Newsletter for public/stakeholders/Cllrs		In progress Input required from workstream leads	
April-15	Publish powerpoint slides/FAQs and <i>video from engagement events online</i>	Websites/Social Media Email to all stakeholders/those who attended events		Graphic Design input to FAQs required	
April-15	Publish summary of feedback from Scheme of Integration consultation and Scheme of Integration to be published.	<ul style="list-style-type: none"> websites social media email 		Date TBC	
w/c 6 April 2015	Launch strategic plan consultation	<ul style="list-style-type: none"> Press release Document online Online form Website Social Media Email to all stakeholders 		Board needs to agree who is attending meetings and what format is	
w/c 13 April	Publicity materials to be developed and circulated for approval	<ul style="list-style-type: none"> Posters Adverts Radio advert scripts 			
w/c 20 April	Have your say in the future of Health and Social Care – public events publicity	<ul style="list-style-type: none"> Distribution of posters to all partners/stakeholders for distribution Email all partners with text/artwork for use in any of their channels <ul style="list-style-type: none"> Publish easy read and large print version of document 			

w/c 27 April onwards	Have your say in the future of Health and Social Care	Paid-for advertising <ul style="list-style-type: none"> • Radio Advertising • Press advertising Social media posts to be scheduled		Outline costs: Tweeddale Press (Southern/Berwickshire/Selkirk Advertiser/Hawick News/Berwick Advertiser) Quarter page - cost £711.96 + vat. Half page - £1600 + vat. Border Telegraph/Peeblesshire News Quarter page - £765+VAT (£382.50+VAT per title) Half page - £1530+VAT (£765+VAT per title) Radio Borders - Dependent on length of campaign but average cost of 2 week campaign would be £1,500	
w/c 4 May	Have your say in the future of Health and Social Care	- <i>Press release and photo to promote the events</i>		<i>Photo of Susan Manion/Catriona Bhatia</i>	
		-			
		-			

--	--	--	--	--	--

DRAFT