

Communication and Engagement Update for IJB 10 08 15 Health and Social Care Integration

Border Union Show

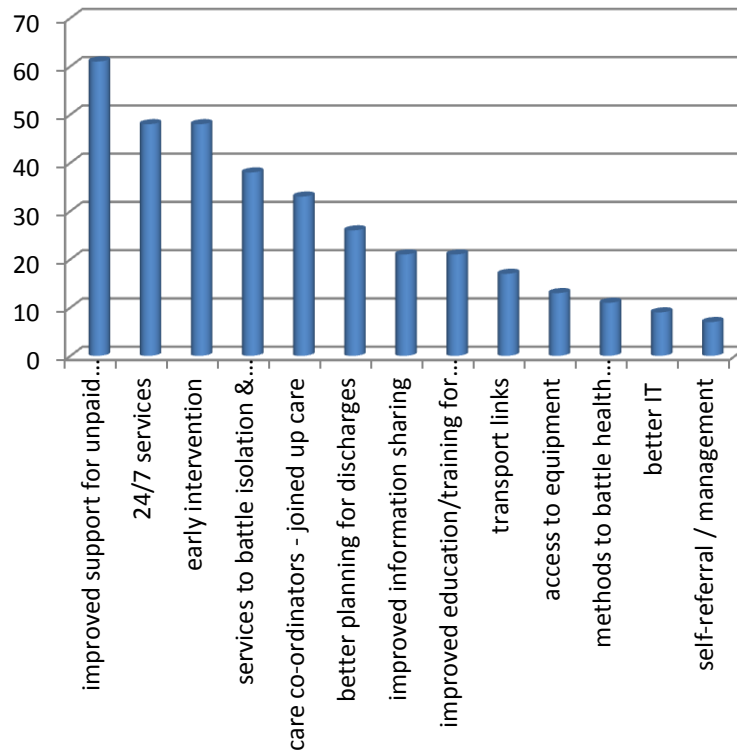
The Scottish Borders Health and Social Care partnership was present at the Border Union Show on 24 and 25 July. The partnership had a tent showcasing integration and several integrated service areas: NHS Borders Public Dental, Community Capacity Building, Learning Disability, Joint Health Improvement, Mental Health, Safer Communities and Transport Hub.

More than 300 people visited the Scottish Borders Health and Social Care partnership tent during the two days. About 120 people provided feedback on what is most important to them; 'improved support for unpaid carers' (17%) was ranked as most important, followed by '24/7 services' (14%) and 'early intervention' (14%). Feedback was also received through a competition where the public were encouraged to list "the top tip to improve health and social care services in the Scottish Borders". The grand prize is an iPad Mini.

(Photos: Sue Bell.

Joint Health Improvement Team:
Nicola Sewell and Gordon Elliot.)





Overview of the feedback we received at the Border Union Show.

Newsletter

A newsletter for all staff and stakeholders showcasing and providing information about integration, is under development and will be sent out by email in early August.



Communication plan, stakeholder management and engagement activities

The communication plan will be updated for the second round of engagement activities once the general outline of the strategic plan has been drafted and a new timescale has been approved.

The list of stakeholders is currently being reviewed in order to reflect the next stage in the process.

A draft plan for engagement activities has been developed and discussed with the strategic planning group. The engagement plan cannot be finalised until the general outline of the strategic plan has been drafted, key messages designed, and a new timescale has been approved. This will be completed in mid-August.

Logo

A new logo for the partnership between SBC and NHS has been designed and approved by the IJB. It incorporates elements from both partners' existing logos and has a general heart shape associated with caring and welfare. The logo will be used on all material concerning the Scottish Borders Health and Social Care partnership. The logo was first showcased at the Border Union Show and was well received. A guide for the use of the logo is being developed.

The following items were ordered as promotional gifts for the Border Union Show, a heart shaped reflector and a cotton A4 size bag. There are still items left and these will be used as give-aways at future engagement activities.

