

**Meeting:** Integration Joint Board

**Date of Meeting:** 25 September 2024

**Title of Report:** Engagement and Communications Annual Report

**Presented by:** Alison McGrory, Associate Director of Public Health and David Ritchie, Communications Manager

**The IJB is asked to:**

Note the engagement and communications activity delivered by the HSCP.

Note the engagement activity in line with national guidance Planning with People.

Note the 35 areas of engagement are service change rather than major service change in accordance with Planning with People.

## **1. EXECUTIVE SUMMARY**

The HSCP recognises the importance of effective approaches to engagement and communication to ensure all our stakeholders are informed about our health and social care activities. This paper provides an update to the IJB on:

- The annual engagement plan for 2024-2025
- Progress on the self-evaluation exercise initiated in spring 2024
- Updates to Planning with People
- The Communications Annual Report 2023-24

The HSCP's strategic approach to engagement is set out in the Engagement Framework<sup>1</sup>. This was last updated in 2023 and presented to the IJB in September of that year. That update provided the context of the Scottish Government's requirements for effective engagement. This guidance was updated for the third time since 2020 in May 2024<sup>2</sup>.

Planning with People includes a recommendation to conduct a self-evaluation exercise in order to implement continuous improvement to engagement approaches. This self-evaluation exercise was initiated in spring 2024 and will be ongoing, with oversight of both the Strategic Engagement Reference Group and the Strategic Planning Group.

The Communications Annual Report 2023-24 outlines how the HSCP has been communicating timely, relevant and accurate information over the last year and

social care services in Argyll and Bute as detailed in the Joint Strategic Plan 2022-25.

## **2. RECOMMENDATIONS**

The IJB is asked to note the content of this report and recognise the efforts made by HSCP officers to work with all our stakeholders, which includes, staff, partners, unpaid carers, people who use our services and the wider public. This work will ensure everyone is informed about the developments taking place and has the opportunity to share their views.

## **3. DETAIL OF REPORT**

### **3.1 Annual engagement plan for 2024-2025**

The HSCP prepares an annual plan of the range of engagement activity carried out across all our services. This is shared with the IJB to give assurances of how and where engagement is being carried out. There are 35 separate engagement activities listed; this is a live and iterative document. The plan will not necessarily capture the daily engagement that takes place alongside service delivery.

Engagement activity in the annual plan has underpinning detailed mechanisms in place which includes clarity about how the engagement feedback will be used and the decision making process for informing service development or change.

Outcomes of engagement activity are reported retrospectively in the HSCP's

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Planning with People was updated in 2024 to clarify the requirements for how service change is planned and put into effect and the governance around this. There was already guidance in place for Major Service Change<sup>3</sup> which includes a formal notice period and ministerial sign-off. Healthcare Improvement Scotland (HIS) provides oversight and guidance for clarity where a proposed change is major or not. None of the areas of engagement for 2024-25 are considered *major*.

Whether an engagement activity is major or not is determined by eight areas including removing a service or changing how a service is delivered; the number of people affected; financial implications; consequences for other services; and political/public concern. The more factors of note, the more likely the change will be classes as major. There is some subjectivity to this decision.

The HSCP has a good relationship with national engagement colleagues and is working with HIS to fulfil the new requirements of Planning with People. This involves their oversight of the annual engagement plan to provide *input and assurance* that guidance on service change is being met.

We are following the steps in HIS' flowchart for the governance of engagement<sup>4</sup>.

3.4 The Communications Annual Report 2023-2024 (*Appendix 1*)  
The communications activity in the Annual Report has at its heart the key goals of articulating the organisation's policies, decisions and procedures; engaging and building trust with staff, partners, stakeholders, people who use our services and the wider public.

#### **4. RELEVANT DATA AND INDICATORS**

Nothing relevant to this paper.

#### **5. CONTRIBUTION TO STRATEGIC PRIORITIES**

The activity in this paper supports delivery of the following strategic objective for the HSCP set out originally in the 2016 – 2019 Strategic Plan and reinforced in the later iterations, namely:

*We will underpin our arrangements by putting in place a clear, communication and engagement arrangements involving our staff, users, the public and stakeholders.*

#### **6. GOVERNANCE IMPLICATIONS**

Governance of engagement activity takes place by annual tabling of a prospective action plan to the IJB and retrospective reporting of activity via the HSCP's Annual Performance Report.

##### **6.1 Financial Impact**

There are no financial impacts inherent in the activity in this paper.

##### **6.2 Staff Governance**

Health and social care staff are supported to deliver engagement processes outlined in the Engagement Framework by the Public Health Team. Effective engagement is a core competency of the Public Health workforce as set out in



oversight from the Strategic Engagement Reference Group and the Strategic Planning Group.



It is important to determine the relevant audience for any communication activity to ensure that the content is tailored and targeted accordingly. The list below details some of the key audiences that the HSCP communicates with on a regular basis.

<b>Key Audiences</b>
Staff (NHS & Council)
People who use our services (patients, carers, public)
Integration Joint Board members
Elected Members (councillors, MPs, MSPs)
Scottish Government
The media (local and national)
Community Planning Partners
Third Sector
Independent Sector
Community Councils
Local Community Groups
Living Well Networks

## **5. Communication Channels**

A wide range of communication channels are used to meet the needs of different target audiences and to ensure that the messages are distributed as widely as possible whilst allowing them to be tailored for the specific audience. Detailed below are some of the main channels.

<b>Communication Channels</b>
Webpages
Media Enquiries
Proactive Media Articles
HSCP Digital Media Platforms (e.g. Facebook)
Locality Digital Media Platforms
Internal Communications
Briefings
Surveys
Stakeholder Update
Intranet
Weekly Round Up (Staff Communications)
Staff/Public Noticeboards
GP Bulletin

## **6.**







The HSCP has a dedicated Communications Team who support the Integration Joint Board, Senior Leadership Team and HSCP staff. They work closely with communication colleagues, both in NHS Highland and Argyll and Bute Council, and link in on a regular basis with the Scottish Government and partners such as Police Scotland.

The Team is a specialist resource that is the first point of contact for all media enquiries and for staff in relation to advice on communications issues.

They also have a role in supporting and up-skilling staff to develop local proactive communication approaches including the use of local social media platforms.

Communications Team contact details:

David Ritchie, Communications Manager, [david.ritchie5@nhs.scot](mailto:david.ritchie5@nhs.scot)

Elaine Booth, Communications Officer, [elaine.booth3@nhs.scot](mailto:elaine.booth3@nhs.scot)