
To: Renfrewshire Integration Joint Board

On: 25 November 2016

Report by: Chief Officer

Heading: Update on Participation, Engagement and Communication (PEC) Implementation Plan

1. Summary

- 1.1 At the Integration Joint Board (IJB) meeting on 20th November 2015, the IJB approved Renfrewshire HSCP Participation, Engagement and Communication (PEC) Strategy.
 - 1.2 The implementation plan for the strategy was approved and progress noted at the IJB on 18 March 2016. At that meeting it was agreed that progress would be reviewed twice yearly.
 - 1.3 This report provides IJB members with an update on progress made with implementing the PEC Strategy.
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2. Recommendation

It is recommended that the Integration Joint Board (IJB):

- Note the progress made to implement the PEC Strategy for 2016-19.
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3. Background

- 3.1 A PEC Working Group has been established to take forward the actions from the PEC strategy. The group is made up of a range of staff from different services and teams, all of whom have volunteered to be involved and bring expertise and enthusiasm in this area of work. Progress and next steps for each strand of work is noted in the sections below.
- 3.2 To develop communication methods in line with the most up to date technologies, we have started to use social media. The HSCP now has a Twitter account and a Facebook page. Building on the guidance issued by NHS Greater Glasgow and Clyde and Renfrewshire Council, we have developed and circulated guidelines for how we use social media.



@Ren_HSCP:
https://twitter.com/Ren_HSCP



Renfrewshire HSCP:
<https://www.facebook.com/RenfrewshireHSCP>

Training has been organised to help managers understand how to use social media effectively to communicate.

- 3.3 A monthly HSCP Team Brief is cascaded from the Chief Officer throughout the HSCP. The PEC Working Group has developed the content to be more relevant to all staff, following feedback at a recent HSCP Leadership Network event. Teams are encouraged to make Team Brief a two way communication vehicle. It is acknowledged that face-to-face delivery of team brief is difficult for some operational staff, and many do not have regular access to computers. Team Brief is only one way of communicating with staff. In addition each Head of Service holds regular meetings with their direct reports through which normal day-to-day business issues are discussed and communicated and flowing from these there are service and team meetings taking place across the organisation. Heads of Service have worked hard over the first year to ensure meetings are well planned, engaging, two way and productive.
- 3.4 On a quarterly basis, the Chief Officer leads half day Leadership Network sessions that bring together our 130 staff who have responsibility for managing staff. These are framed to build understanding, engagement, improve communication and build our ways of working and communicating between managers, services and teams. We are also working to build regular communication with our GPs who are Practice Quality Leads, and this is assisted by a quarterly GP Forum. We have also refreshed our communications with GP Practice Managers.
- 3.5 We continue to develop an HSCP communications 'identity' and 'house style'. The PEC Working Group are working with the Council Communications Team to build on the established teal/turquoise colour now associated with the HSCP. Before the end of the calendar year, we expect to have agreed a logo and branding style which will be used in social media, the website, presentations and other documents.
- 3.6 Work on the HSCP website has also started. We have agreed a site map which will be tested soon with stakeholders. The website platform will be hosted on the same environment as the Council website, using the same provider. Consistent content is being developed and we aim to test the website early in 2017.
- 3.7 For wider communications, rather than produce a separate HSCP newsletter, we are testing the use of input to the Renfrewshire Magazine which is distributed bi-annually to every household in Renfrewshire. This will be supplemented by an HSCP Annual Newsletter or Bulletin which will be produced in summer 2017 to communicate key messages from the IJB Annual Report.
- 3.8 We have established a Joint Staff Partnership Forum (SPF) to improve communication with the recognised staff associations. This Forum meets bi-monthly and is co-chaired by a Health of Health and Social Care and a Unison representative.

- 3.9 Public and community engagement continues to take place widely across the HSCP through many of our services. This is brought together through the Strategic Planning Group which has representatives from staff, Third Sector, carers and members of the public. A new Third Sector, Providers and Community Group provides a further opportunity for stakeholders to have a voice at this interface point with the HSCP. Many of our services use patient experience mechanisms to shape the development of services. A review of all engagement is taking place to ensure that all community interests have a route into the HSCP. We will organise an annual public event to disseminate the information from the Annual Report.
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Implications of the Report

1. **Financial – Nil**
 2. **HR & Organisational Development – Nil**
 3. **Community Planning – Nil**
 4. **Legal – Nil**
 5. **Property/Assets – Nil**
 6. **Information Technology** – managing information and making information available may require ICT input.
 7. **Equality & Human Rights** - The recommendations contained within this report have been assessed in relation to their impact on equalities and human rights. No negative impacts on equality groups or potential for infringement have been identified arising from the recommendations contained in the report. If required following implementation, the actual impact of the recommendations and the mitigating actions will be reviewed and monitored, and the results of the assessment will be published on the Council's website.
 8. **Health & Safety – Nil**
 9. **Procurement – Nil**
 10. **Risk – Nil**
 11. **Privacy Impact** – None. The information to be made available via the Publication Scheme is information which would be disclosed in response to a request under the Freedom of Information (Scotland) Act 2002. This therefore would not include Personal Data as defined by the Data Protection Act 1998.
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List of Background Papers

- Participation, Engagement & Communication (PEC) Strategy approved by the IJB on 20th November 2015
 - Participation, Engagement & Communication (PEC) Implementation Plan noted by IJB 18th March 2016
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