



AGENDA ITEM NO 17

REPORT NO IJB 71/24

ANGUS INTEGRATION JOINT BOARD

30 OCTOBER 2024

COMMUNICATION AND ENGAGEMENT UPDATE

REPORT BY JILLIAN GALLOWAY, CHIEF OFFICER

1 ABSTRACT

This report provides the Integration Joint Board (IJB) with an update relating to progress to deliver the commitments aligned to the Communication and Engagement Strategic Framework 2023-2026.

2 ALIGNMENT TO THE STRATEGIC PLAN

This report aligns to the following strategic priorities in the Angus IJB Strategic Commissioning Plan

- Priority 1 – Prevention and Proactive Care
- Priority 2 – Care Closer to Home
- Priority 3 – Mental Health & Wellbeing and Substance Use Recovery

Communication and Engagement is also a strategic enabler within AIJB Strategic Commissioning Plan.

3 RECOMMENDATIONS

It is recommended that the Angus Integration Joint Board:-

- (i) Scrutinise and discuss the content of the report;
- (ii) Endorse a reasonable level of assurance regards progress related to communication and engagement activities; and
- (iii) Acknowledge further reports will be presented as per the work plan.

4 BACKGROUND

Angus IJB has a legal requirement (Section 36 of the Public Bodies (Joint Working) (Scotland) Act 2024) to involve staff, patients/service users and all stakeholders as we continue to develop effective, robust and sustainable health and social care services for the people of Angus. The Communications and Engagement Strategic Framework 2023-2026 was approved by AIJB in October 2023 (IJB 74/23). The Framework demonstrates Angus Health and Social Care Partnership's (AHSCP's) commitment to engage, listen to and respond to everyone who is involved with health and social care services. AHSCP aim is to continue to increase our communication and engagement activity and strengthen our messaging to support greater understanding and awareness of health and social care services.

AHSCP continues to work closely with Angus Council and NHS Tayside Communication Teams and Healthcare Improvement Scotland's Community Engagement Team. AHSCP also work closely with Community Planning Partners and Voluntary Action Angus to maximise

communication and engagement opportunities to enable a place-based and whole family approach to improving health and wellbeing outcomes in Angus.

Since September 2023, authors of each IJB report have provided an update, where relevant, regarding engagement activities specific to each report. This has resulted in IJB members being informed and assured regarding communication and engagement activities in a timely manner to inform decision making.

In May 2024, the Scottish Government and the Convention of Scottish Local Authorities (COSLA) updated their guidance called '[Planning with People](#)' which sets out the responsibilities for NHS Boards, Local Authorities and Integration Joint Boards have to community engagement. Planning with People applies to all care services and promotes working with people as equal partners whilst embedding consistency, culture change and collaboration. The latest changes include the inclusion of flowcharts to provide greater clarity on relevant processes to follow in relation to service change ensuring proportionate public engagement meaningfully informed planned local service change.

5 CURRENT POSITION

An efficient and effective communications and engagement function is viewed as an essential enabler to the delivery of AIJB's Strategic Commissioning Plan. The involvement and participation of all stakeholders continues to be important in shaping how AHSCP plan, design, deliver and evaluate local health and social care services, making sure that stakeholders are central to decision-making processes.

A full summary of the Communication and Engagement Strategic Framework actions can be found in Appendix 1.

Number of Actions	Status			
	RED Not started	AMBER Concern meeting deadline	GREEN On - track	BLUE Completed
10	0	1	6	3

Digital and Marketing Group. This group brings together representation from all online platforms and printed marketing and aims to provide a standardised approach across all online and printed communications with the public, staff and partner organisations. The Group is taking forward several actions which contribute to effective communication and engagement.

The AHSCP **Facebook, Instagram and X** (previously Twitter) continue to provide regular updates on a wide range of topics. Work remains ongoing to increase the number of followers.

Platform	Number of followers Oct 2023- Sept 2024	% increase compared to 2022/23
Facebook	4,400	10%
Instagram	103	35%
X	509	Unavailable due to change in platform

AHSCP website. Work is ongoing to continue to improve the layout and content of the website with the aim to attract more visitors. From October 2023 – September 2024 there were 40,840 visits from 13,150 users which is a 2% increase compared to last year.

Health Promotion. AHSCP continue to encourage appropriate health promotion behaviour, and support local and national information and awareness campaigns on social media platforms.

Media Relations. AHSCP continue to welcome members of the media to IJB meetings and respond to media enquiries in a timely manner and employ proactive media engagement as often as possible. In May 2024 AHSCP featured on STV news promoting the launch of Angus

'Are you OK' campaign and in September 2024, STV approached AHSCP to contribute to a news feature focusing on the increase in the number of young carers in Angus.

Podcasts. Since October 2023 AHSCP have prepared and launched thirteen podcasts. The topics and number of listeners is detailed in Appendix 2. The podcasts provide an additional means in which staff and the public can stay informed about the work of AHSCP.

Care Opinion. A trial of Care Opinion was commenced in Angus in 2020 and since April 2023, all services have been added to the service tree. They are now all able to receive feedback through Care Opinion. AHSCP have received a total of 397 stories that have been read 48,121 times. This number includes 123 stories from April 2024 – September 2024 which is an increase of 50% on the same reported period last year. 90% of the stories have been positive. The number of services becoming aware of the benefits of using Care Opinion and actively promoting Care Opinion continues to increase.

Appendix 3 contains information about the number of stories attributed to active services for October 2023 – September 2024. (It should be noted that sometimes a story will provide feedback on more than one service and a word cloud which illustrates the words used most frequently in feedback received.)

Events. Representatives from AHSCP have supported a range of local, regional and national events. This includes:

- Career promotion events with primary and secondary schools. In addition, AHSCP have attended events at Dundee and Angus College and University of Dundee to promote care as a career. AHSCP also attend the Department of Work and Pension/Job Centre events. In May and June 2024, there were targeted recruitment events, in collaboration with providers, in each of the towns in the North of Angus. These are to be replicated in the South of Angus.
- Sharing the progress of the Angus Prevention and Proactive Care Programme Steering Group at the Tayside Realistic Medicine Conference on 1 December 2023 and at the National Realistic Medicine Conference on 22 April 2024.

Lifestyle management Courses. AHSCP have been working with The Thistle Foundation to deliver Lifestyle Management Courses which are designed to help support people with long-term conditions to build their own coping and recovery strategies and enable them to set up and co-deliver programmes in their own community. Since January 2024 three classes have been delivered with another one planned for October 2024.

External Reports. A range of externally written reports are available to IJB members and IJB Audit Committee members via Microsoft Teams. Appendix 4 lists the nine reports that have been shared since October 2023.

Service User Networks. AHSCP aim to enable Angus citizens and local third and independent sector organisations to have a direct route of communication and engagement in relation to integrated community health and social care services. The Service User Network met in December 2023 and another meeting will be arranged for December 2024. Further work is required to increase representation from all service users. AHSCP continues to work closely with Angus Carers Centre Carer, Influencer Group and Angus Voice who represent the views and experiences of people in Angus who have mental health problems.

6 PROPOSALS

AIJB to note the work undertaken to progress communication and engagement activities across Angus.

7 FINANCIAL IMPLICATIONS

There continues to be a small budget aligned to deliver communication and engagement activity on an annual basis.

8 RISK MANAGEMENT

There is little risk in fully communicating and engaging with our stakeholders, however there is a high risk associated with not undertaking these activities effectively.

Risk Description	Failure to deliver on the priorities within the SCP which improve the health and wellbeing outcomes of the population of Angus within available resources
Risk Category	Reputational
Inherent Risk Level	Level Likelihood 5 x Impact 5 = Risk Scoring 25 (very high-risk level).
Mitigating Actions	Mitigating Actions: Implementation of the Communication and Engagement Strategic Framework
Residual Risk Level	Likelihood 5 x Impact 4 = Risk Scoring 20 (very high-risk level)
Planned Risk Level	Likelihood 4 x Impact 4 = Risk Scoring 16 (high risk level)
Approval recommendation	Given our developed understanding of the situation and in line with AIJB's risk appetite, the risk is deemed to be High but manageable at this current time.

9 PUBLIC HEALTH IMPLICATIONS

Communication informs, advises and educates the public, enabling them to make informed choices about the actions they will take based on the risks they potentially face. It is important that communication is a two-way process and that AHSCP communicate 'with' stakeholders, not 'to' or 'at' them. Constructive partnerships with all stakeholders are essential and AHSCP continue to develop our relationships through mutual respect and trust and through a culture of honesty and openness.

10 CLIMATE SUSTAINABILITY IMPLICATIONS

There is no climate change implications linked to this report.

11 EQUALITY IMPACT ASSESSMENT, CHILDREN'S RIGHTS AND FAIRER SCOTLAND DUTY

The content within this report is aligned to the Impact Assessment submitted to support Communication and Engagement Strategic Framework 2023-2024 (IJB 74/23).

12 COMMUNICATION AND ENGAGEMENT

No additional information as this report is focused on all communication and engagement activity from October 2023 – September 2024.

13 DIRECTIONS

The Integration Joint Board requires a mechanism to action its strategic commissioning plans and this is provided for in Section 26 to 28 of the Public Bodies (Joint Working) (Scotland) Act 2014. This mechanism takes the form of binding directions from the Integration Joint Board to one or both of Angus Council and NHS Tayside.

Direction Required to Angus Council, NHS Tayside or Both	Direction to:	
	No Direction Required	X
	Angus Council	
	NHS Tayside	
	Angus Council and NHS Tayside	

REPORT AUTHORS: Sally Wilson, Service Manager, Integration

EMAIL DETAILS: tay.angushscp@nhs.scot

List of Appendices

Appendix 1 Communication and Engagement Strategic Framework Action Plan

Appendix 2 Podcast summary

Appendix 3 Care Opinion

Appendix 4 IJB External Reports Summary

Communication and Engagement Strategic Framework 2023-26- Action Plan

Action Status

	Blue (Complete)
	Green (On track)
	Amber (Some concerns with meeting deadlines)
	Red (Requires urgent action)

Number	Action	Timescale	Progress	Status
1	<p>Develop and conduct a communication survey with internal and external audiences to gain a better understanding of:</p> <ul style="list-style-type: none"> The variety of channels used to communicate The effectiveness of existing communication channels Preferred communication channels Internal and external awareness of AHSCP, the IJB and their work <p>The first survey will provide a baseline. Future surveys will provide the opportunity to track changes and identify opportunities for improvement.</p>	<p>By February 2024</p> <p>April 2025 (Baseline)</p>	Work has commenced to draft questions which now require to be finalised. Aim to launch survey in January 2025.	Amber
2	Develop a schedule and publish a series of podcasts to raise awareness of AHSCP, the IJB and what they do.	Ongoing	Podcasts have been recorded and published on AHSCP website. These will be ongoing into the future.	Blue
3	Utilise the AHSCP 'hub' of the Angus Council 'Engage Angus' platform to invite people to engage in discussion, share ideas and provide feedback on projects that affect them.	<p>November 2023</p> <p>July 2024 September 2024</p>	<ol style="list-style-type: none"> Hub landing page to be reviewed. Engage guidance to be finalised. Flowchart to be created. All info to be captured within Communication and Engagement Guidance document. <p>Aim to invite feedback regarding loneliness and social isolation in November 2024.</p>	Green
4	Explore different and better ways of communicating with patients, service users, carers and public, particularly seldom heard groups.	<p>June 2024</p> <p>September 2024</p>	<ol style="list-style-type: none"> To be captured within Communication and Engagement Guidance 	Green

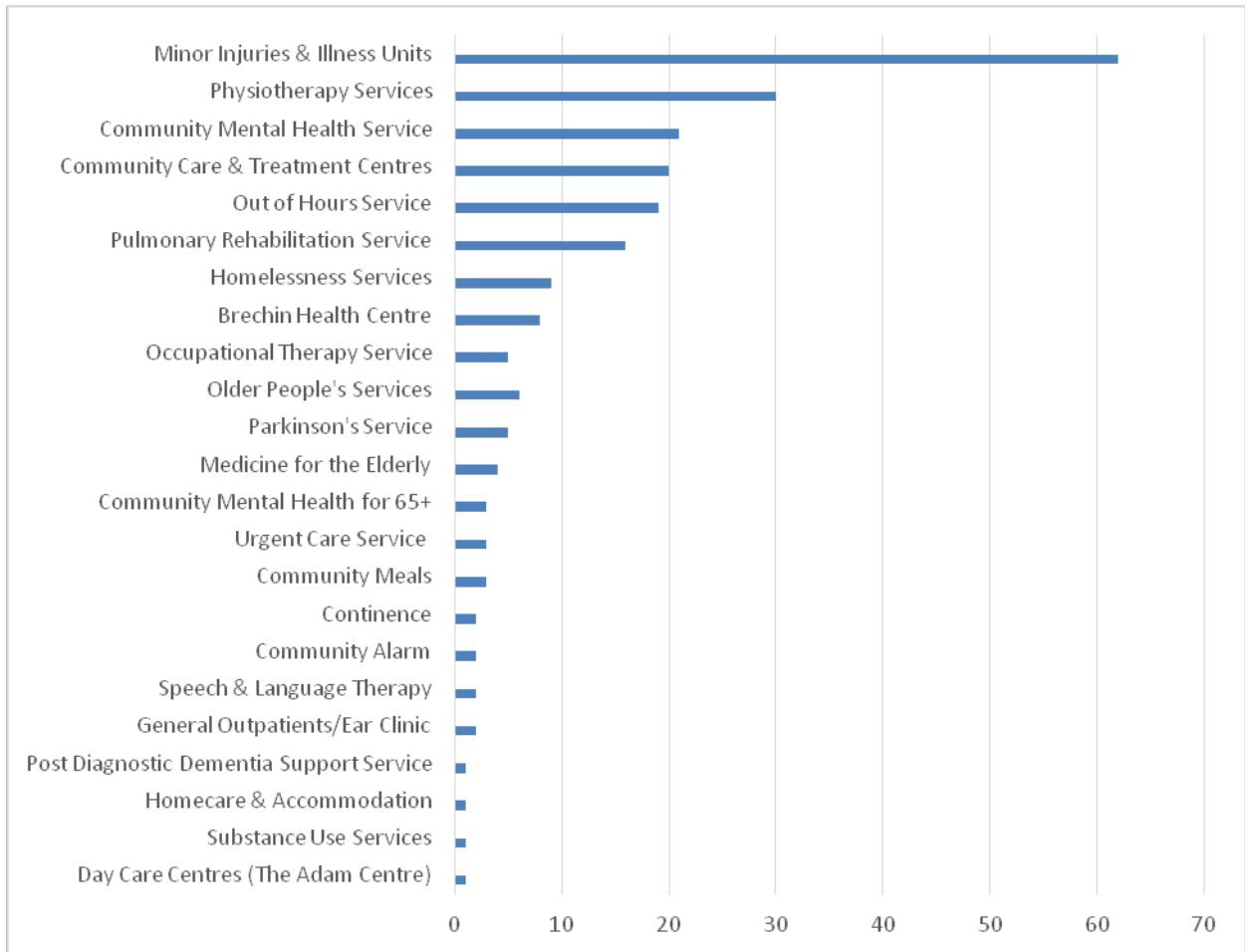
5	Develop and coordinate Partnership awards to highlight and celebrate success	June 2024 August 2024	<ol style="list-style-type: none"> Promotion of Bravo awards Promotion of STAR awards (NHS) Promotion of Star awards (Care Opinion) <p>Include a staff recognition section in staff newsletter</p>	Green
6	Review and make improvements, where appropriate, to the AHSCP website to reflect Partnership arrangements and include community health and social care information and resources	August 2024 September 2024	<ol style="list-style-type: none"> SBAR submitted to EMT 03/06/2024 for consideration <p>Limited opportunity to make improvements due to service review and ensuring best use of resources.</p> <p>Agreement to proceed with pre-approved actions to improve and maintain the website.</p>	Green
7	Review and improve the AHSCP social media presence.	August 2024 September 2024	<ol style="list-style-type: none"> Content calendar created – complete Contingency plan in place for times of staff absence – complete Process to be included in Communication and Engagement guidance document. 	Green
8	Review and redevelop the content on the AHSCP intranet to reflect Partnerships	June 2024	<ol style="list-style-type: none"> Work is underway to refresh the intranet site <p>Feedback on progress of intranet has been positive. Work will continue going forward.</p>	Complete
9	Create a translation and interpretation framework for Angus to detail all of the services available and the processes to access these services	November 2023 TBC	<ol style="list-style-type: none"> NHST to finalise their framework – Angus iteration thereafter 	Green
10	Review and update the AHSCP Corporate Branding and House Style framework to ensure that our publications are as accessible as possible.	November 2023 May 2024	<ol style="list-style-type: none"> Guidance has been refreshed and has been published on AHSCP intranet 	Complete

Podcast summary

Podcast Title	Release Date	Total listens
Prevention & Proactive Care Programme	October 2023	540
Power of Attorney Day 2023	November 2023	430
All About Medicines	November 2023	510
Telecare	December 2023	450
Getting to Know our new Chief Officer	February 2024	650
Nature Prescribing	March 2024	2,480
Are You Ok?	May 2024	820
Dementia Week 2024	May 2024	640
Carers Week 2024	June 2024	1,130
Wellbeing	July 2024	1,290
Loneliness & Social Isolation	August 2024	340
SHARE – Scottish health Register	August 2024	340
Suicide Prevention Week 2024	September 2024	650

Care Opinion

3a The number of Care Opinion stories attributed to AHSCP services for October 2023 – September 2024.



3b Words used most frequently in our Care Opinion feedback.



Name of Report
<u>Value based health and care: action plan</u>
<u>Making digital inclusion everyone's responsibility: a roadmap for Scotland</u>
<u>Coalition of Carers in Scotland: Equal, expert and valued - Seven years on</u>
<u>Dementia strategy: initial 2-year delivery plan - 2024-2026</u>
<u>Audit Scotland: NHS in Scotland 2023</u>
<u>Audit Scotland: Integration Joint Boards Finance and Performance 2024</u>
<u>Chief Medical Officer for Scotland Annual Report 2023-2024</u>
<u>Estimating the burden of disease attributable to physical inactivity in Scotland</u>
<u>Health and social care - Planning with People: community engagement and participation guidance - updated 2024</u>