Glasgow City HSCP
Health and Social Care Partnership

Flourishing Communities, Healthier Lives

Glasgow City Health and Social Care Partnership Communications Strategy 2020



Background

Glasgow City Health and Social Care Partnership (HSCP) uses its communications to help people, communities and organisations be aware of, understand and engaged in its work and services. This includes people who are supported by, work with or have an interest in the HSCP.

Glasgow City HSCP communications with large audiences are underpinned by the HSCP's **Communications Strategy**. The Strategy includes:

- the HSCP's framework for communications – vision, objectives, approach, standards and governance
- the key audiences who it communicates with – both internal and external
- its key communication channels, that is, the ways in which it communicates and
- the action plan that will be progressed to improve HSCP communications.

The HSCP's second, updated Strategy was approved by Glasgow City Integration Joint Board (IJB) at its meeting in **September 2020**.

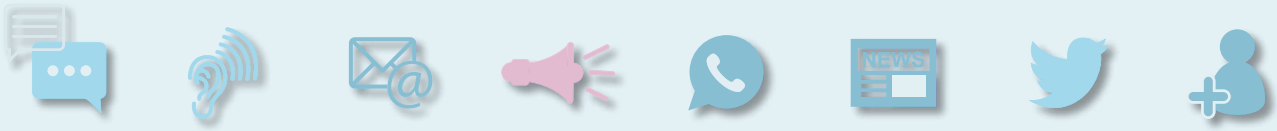
Consultation and Engagement

Glasgow City HSCP's second Communications Strategy was reviewed and updated following extensive consultation and engagement.

Feedback and views were mainly shared through a survey that was publicly available for anyone to complete online or in paper format, and there were engagement sessions with the HSCP's three Locality Engagement Forums/Networks (LEF/LENs). The survey and engagement sessions took place between November 2019 and January 2020. There was a further engagement session with IJB Members in August 2020.

NHS Greater Glasgow and Clyde

Glasgow City Council



The consultation and engagement was designed to get views and feedback on:

- the HSCP's communications framework people's knowledge of the HSCP, IJB and their work and services
- how they find out about HSCP work and services, and their preferred communications channels
- the usefulness of HSCP communications and
- how HSCP communications can be improved.

The survey was extensively promoted through a range of print and digital communication channels – newsletters, emails, websites and social media.

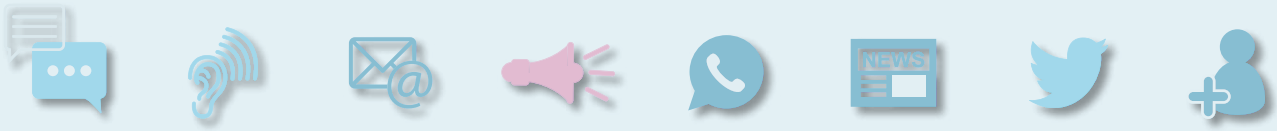
Key Findings

A total of 1,006 people, communities and organisations participated in the communications survey, and a total of 38 people participated in an LEF/LEN engagement sessions. **Full analysis of the views and feedback shared in the consultation and engagement** is available on the HSCP's website.

Some key findings include:

Survey Feedback

- most survey participants agreed with the different elements of the communications framework: just under nine in 10 agreed with the communications vision (87%); objectives (88.9%) and approach (88.3%). The majority agreed with the Joint Media Protocol – seven in 10 (71%)
- there were a couple of areas where the majority of participants had knowledge of the HSCP's integrated arrangements and some where this was the inverse:
  - almost all knew about/knew a lot about the HSCP – 95.3%
  - the majority knew about/knew a lot about the IJB – 63.9%
  - the majority knew nothing about the IJB Finance, Audit and Scrutiny Committee – 57.8%
  - the majority knew nothing about the IJB Public Engagement Committee – 60.7% and
  - the majority knew nothing about the LEFs – 51.4%
- in general participants had knowledge of HSCP strategy and access to services:
  - the majority knew about/knew a lot about the HSCP's Strategic Plan 2019 – 22 – 70.9%
  - most knew about/knew a lot about the HSCP's vision for health and social care in Glasgow – 77.5%
  - the majority knew about/knew a lot about the HSCP's five strategic priorities for health and social care in Glasgow – 66.2% and
  - almost all knew about/knew a lot about how to access health and social care services – 87.7%



- higher proportions of participants got information about the work and services of the HSCP through electronic communication channels: the HSCP's electronic newsletter/bulletin (75.2%); the HSCP's website (57.5%); HSCP email announcements (48.1%); Glasgow City Council's (47.4%) and NHS Greater Glasgow and Clyde's (33.6%) websites and staff intranet websites (33.5%)
- electronic channels tended to be preferred for communications: email announcements (73%); internet website (57.9%) and staff intranet website (30.6%). Just over half (52.9%) of participants preferred communications though a newsletter/bulletin, and a quarter (25.2%) preferred them through staff team meetings with their immediate line manager
- just under two-thirds (63.8%) of participants found HSCP communications useful/very useful and a quarter (25.3%) found them a little useful and
- two-fifths (39.6%) of participants believed that improvements can be made to HSCP communications.

LEF/LEN Engagement Sessions Feedback

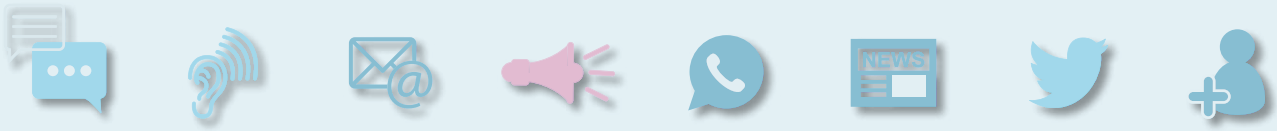
- participants mainly got their information about the HSCP through face-to-face engagement and print communications, and these were their preferred communication channels
- a range of channels – print, electronic, social media and face-to-face – should be used to communicate information and messages about the work and services of the HSCP, as different communities and age groups have different communications needs and preferences
- communications should be a shared responsibility across the HSCP and with partners, and they should be targeted, transparent, accessible (particularly in 'Plain English' and avoiding undefined acronyms/abbreviations), two-way and use case studies and real-life examples
- a guidance note with communication 'hints and tips' should be developed for HSCP staff to improve the accessibility of HSCP communications
- the HSCP's public leaflet on Health and Social Care Integration should be reviewed and leaflets should be developed for the IJB Committees and LEF/LENs and
- the HSCP's newsletter should be more widely available in print format, particularly in GP surgeries.

Outcome of Consultation and Engagement

The feedback and views shared in the survey and engagement sessions were considered and informed the Communication Strategy's review and update.

Changes to the Strategy mainly included:

- ✔ editing or drafting language and text throughout the Strategy to make it more clear, concise and accessible
- ✔ emphasising that communications is a shared responsibility across the HSCP and with partners, particularly in the communications vision statement section of the Strategy



- ✔ amending existing or including additional communications objectives, whilst reducing their number and repetitiveness
- ✔ emphasising clear and concise, accessible and inclusive communications
- ✔ ensuring communications are inclusive, transparent, targeted and multi-channel
- ✔ including Glasgow City Community Councils in the list of key audiences for the HSCP to communicate with
- ✔ emphasising the use of a range of communications channels to meet the communications needs of various audiences – print, digital, social media and face-to-face
- ✔ increasing the HSCP's digital presence by launching a Facebook profile and relaunching the HSCP's YouTube channel
- ✔ developing and publishing videos to raise awareness of the range of work and services across the HSCP
- ✔ making the HSCP's strategic priorities for health and social care more recognisable in communications by developing icons for each of them
- ✔ reviewing the HSCP's Health and Social Care Integration leaflet, and developing leaflets for the IJB, its committees and LEF/LENs
- ✔ reviewing and updating the HSCP and Your Support Your Way Glasgow websites to make them more accessible according to web accessibility guidelines
- ✔ reviewing and redeveloping the HSCP's Your Support Your Way Glasgow website
- ✔ developing communications standards 'hints and tips' guidance for HSCP communications so that there is a more consistent approach
- ✔ developing a summary version of the Communications Strategy so there is a more condensed version for ease of reference
- ✔ reviewing the distribution list for the HSCP's newsletter, and making it available in local offices and community facilities
- ✔ updating the HSCP's Joint Media Protocol and continuing to have an emphasis on proactive communications not just reactive ones and
- ✔ conducting a further communications survey in time to measure the impact of communications and increasing people's awareness about the HSCP and its work and services.

A number of these improvements will now be progressed by the Strategy's action plan, which is included in it. Timescales for actions are indicative and dependent on the capacity of the HSCP to progress them within the context of resource requirements for the HSCP's COVID-19 response.

More Information

The second, updated Communications Strategy and information about it is available on the **HSCP's website**.