



Item No: 8

Meeting Date: Wednesday 28th June 2017

Glasgow City Integration Joint Board Public Engagement Committee

Report By: Allison Eccles, Head of Business Development
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GLASGOW CITY HEALTH AND SOCIAL CARE PARTNERSHIP PUBLIC WEBSITE

Purpose of Report:	The purpose of this report is to seek approval to proceed with the launch of Glasgow City Health and Social Care Partnership's new public facing website.
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Recommendations:	The IJB Public Engagement Committee is asked to: a) note the contents of this report; and b) approve the public launch of the Partnership's website.
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Relevance to Integration Joint Board Strategic Plan:

Communications assists the Integration Joint Board to engage with its stakeholders in the planning and delivery of health and social care services, supporting it to improve outcomes and achieve its vision for health and social care services in Glasgow as envisaged in the Strategic Plan.

Implications for Health and Social Care Partnership:

Reference to National Health & Wellbeing Outcome:	Outcome 4. Health and social care services are centred on helping to maintain or improve the quality of life of people who use those services. Outcome 8. People who work in health and social care services feel engaged with the work they do and are supported to continuously improve the information, support, care and treatment they provide.
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	Outcome 9. Resources are used effectively and efficiently in the provision of health and social care services.
Personnel:	Implementation and maintenance of the new website will require support from Council and Health staff in the Partnership's Business Development Team supporting communications.
Carers:	None
Provider Organisations:	None
Equalities:	The website has been designed to be consistent with Government WAI (AA) and W3C accessibility for colour contrast and colour blindness accessibility. The site is further compliant with the Scottish Government's guidelines for Accessible Communications Formats. The website includes the capacity for users to translate content into the language of their choice via the Google Translate function.
Financial:	None
Legal:	None
Economic Impact:	None
Sustainability:	None
Sustainable Procurement and Article 19:	None
Risk Implications:	Without a clear and consistent approach to communications there is a risk the Integration Joint Board and the Partnership do not engage with patients, service users and carers in the manner envisaged in the Public Bodies (Joint Working) (Scotland) Act 2014.
Implications for Glasgow City Council:	As above for personnel.
Implications for NHS Greater Glasgow & Clyde:	As above for personnel.

1. Purpose

- 1.1 The purpose of this report is to seek approval to proceed with the launch of the new public facing website for the Glasgow City Health and Social Care Partnership.

2. Background

- 2.1. Effective communications makes a vital contribution to the success of the Partnership ensuring that its stakeholders are aware of, understand and are engaged in its work. In addition, as part of the Public Bodies (Joint Working) (Scotland) Act 2014, the Partnership has a statutory responsibility to communicate and engage with its stakeholders.
- 2.2 The internet is one of the key channels for communicating with stakeholders about the Partnership and Glasgow City's Integration Joint Board (IJB). Currently, webpages on both Glasgow City Council's and Glasgow City CHP's external websites feature the Partnership and the IJB, which can be accessed by the public but are not distinct websites exclusively for the Partnership.
- 2.3 The option to pursue a website for the Partnership was approved by the Partnership's Executive Management Team in February 2016, with an update on progress provided to the IJB Public Engagement Committee in [November 2016](#).
- 2.4 The contract to deliver the website was awarded to CIVIC, and the Partnership has been working with CIVIC since February 2017 on the design and structure of the site. The Public Engagement Committee approved the initial design and structure in [March 2017](#). The website has now been developed and is ready for public launch.

3. Partnership Website

- 3.1 The purpose of the website is to create an online presence for the Partnership in line with its Communications Strategy, supporting the Partnership and IJB in:
 - articulating and achieving a shared and consistent culture
 - increasing recognition/retention, visibility and credibility with partner organisations, contractors/service providers, service users/patients and other relevant stakeholders
 - increasing awareness of and information on Integration, the Partnership and the IJB (and its committees)
 - demonstrating a commitment to partnership/collaborative working and
 - signposting stakeholders to services and information updates on the Partnership and IJB.
- 3.2 The structure and content of the website has been informed by feedback obtained through the Communications Survey issued to key internal and external stakeholders in January-February 2017 and reported to this committee in [March 2017](#). Elements of the content required for the website were also agreed at the March committee.

- 3.3 The survey highlighted a general lack of awareness of the IJB and its committees. Just over two-fifths of respondents (391 of 910 respondents, 43%) did not know anything about the IJB. Whilst knowledge of the Partnership was generally high (nine in 10), knowledge about certain elements of the Partnership's/IJB's work was not as high. Half of respondents (453, 49.8%) knew nothing about the vision statement and the majority or most knew nothing about the Equalities Mainstream and Outcome Plan (723, 79.5%); Participation & Engagement Strategy (648, 71.2%); Strategic Plan (547, 60.1%) and Locality Plans (546, 60%).
- 3.4 Just over half of respondents indicated that they would like access to information about Integration via an internet website (464, 52%).
- 3.5 The structure and content of the website has been developed, in part, to address the lack of knowledge referred to in Paragraph 3.3, and example screenshots of the website can be found in the appendices to this report. The home page highlights the Partnership's vision statement and invites users to find out more about Integration, the Partnership and the IJB, and the work of the Partnership staff (see Appendix 1).
- 3.6 There are a series of main landing pages linked to the home page offering the following content (see Appendices 2-6):
- **About Us:** information on the Partnership, the IJB and its committees
 - **Find a Service:** information on services delivered by the Partnership and links to how to access health and social care services
 - **Publications & Meetings:** provides links to IJB/committee papers, governance documents and strategies and plans
 - **News & Events:** provides information on latest and upcoming news and events from across the Partnership to showcase its work and
 - **Get Involved:** offers users information on the Public Engagement Committee, Locality Plans, and Locality Engagement Forums.
- 3.7 It is important to note that the new website is to increase awareness and knowledge of Integration, the Partnership and IJB and their work, and encourage engagement with and feedback from patients, service users, carers, staff and other stakeholders. It is not designed to replace the [Your Support Your Way Glasgow](#) website, the function of which is to provide detailed information for citizens of the health and social care services available to them. As such, whilst the Partnership's website signposts users to where service-specific information can be found, it does contain this information.

4. Stakeholder Engagement

- 4.1 Feedback on the site was sought from a variety of sources to ensure any significant issues with regards to design, accessibility and content were identified prior to seeking approval to publicly launch it. This involved circulating the link to the test version of the website to the Partnership's Senior Management Team, Community Development and Community Engagement staff. Feedback was also sought through attendance at the North West Locality Engagement Forum, and a focus group/demonstration.

- 4.2 The focus group/demonstration took place on 22nd May with eight individuals identified by Community Engagement and Community Development staff. Attendees included representatives from Voices for Change, the Carers Reference Group, Glasgow North East Framework for Dialogue Group and North East Locality Engagement Forum.
- 4.3 In addition to attendance at the session, Community Engagement Officers circulated a set of core questions within their local networks requesting feedback on the website.
- 4.4 The feedback from those involved was generally very positive, with encouraging comments on the layout and structure of the site, and the simplicity of navigating through it. It was raised that the website is not designed to hold information on services (for this the Partnership uses [Your Support Your Way Glasgow](#)), but acknowledged that the website's initial main aim is to provide information and raise awareness of the work of Partnership and IJB.
- 4.5 Suggestions for improving the website included further highlighting the functionality that enables users to get in touch with the Partnership and developing printed materials for distribution to public-facing Partnership buildings to complement the website. Work has already been completed or is underway to action these suggestions.

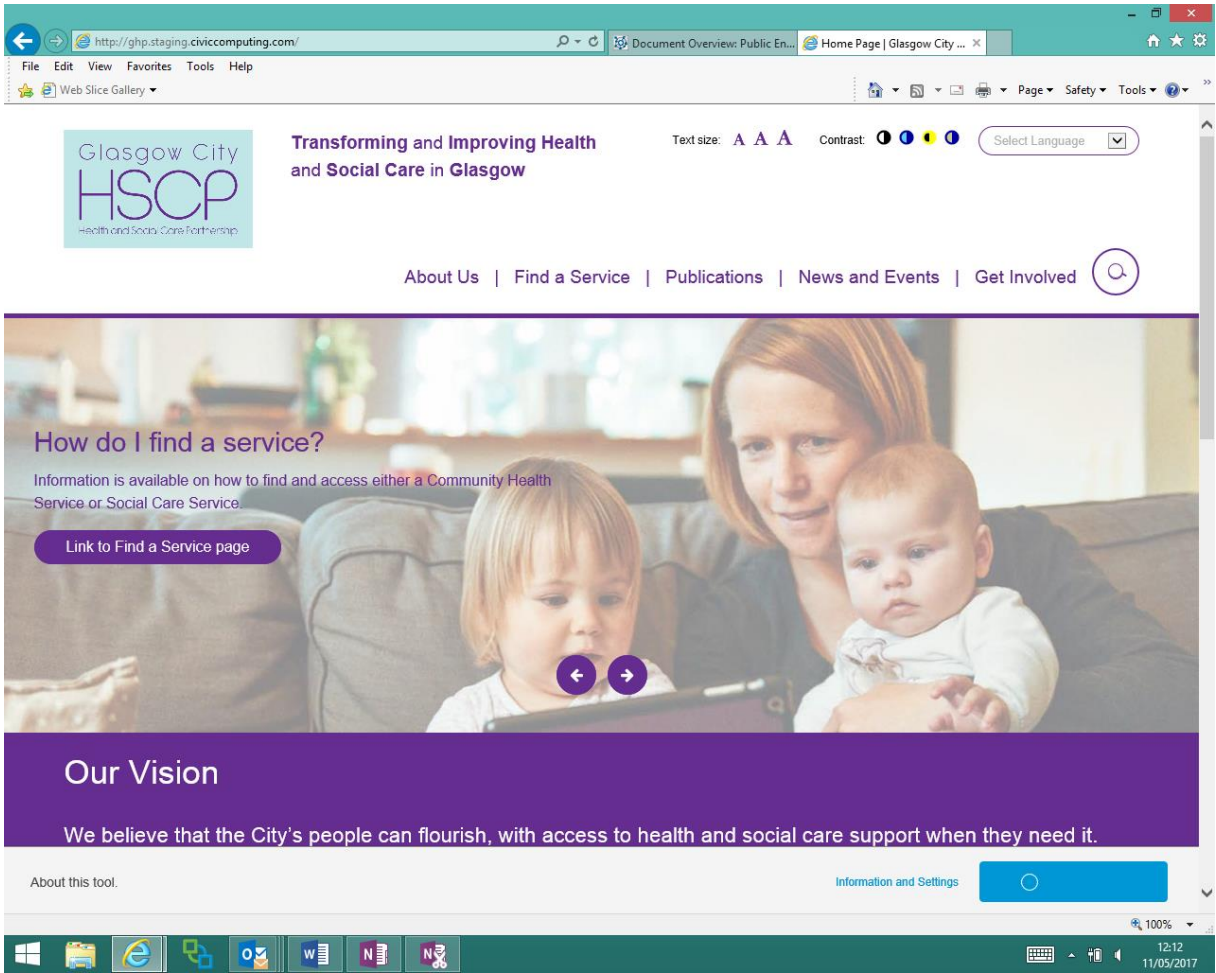
5. Next Steps

- 5.1 The following steps are proposed following consideration and approval of the Partnership's website by the Public Engagement Committee:
- engagement with Civic to make the website public
 - communicate with stakeholders via various communications channels to publicise the website (e.g. email, newsletter, Locality Engagement Forums, etc.) and
 - further development of pages, particularly 'News and Events' and 'Get Involved' linking with Locality Engagement Forums.

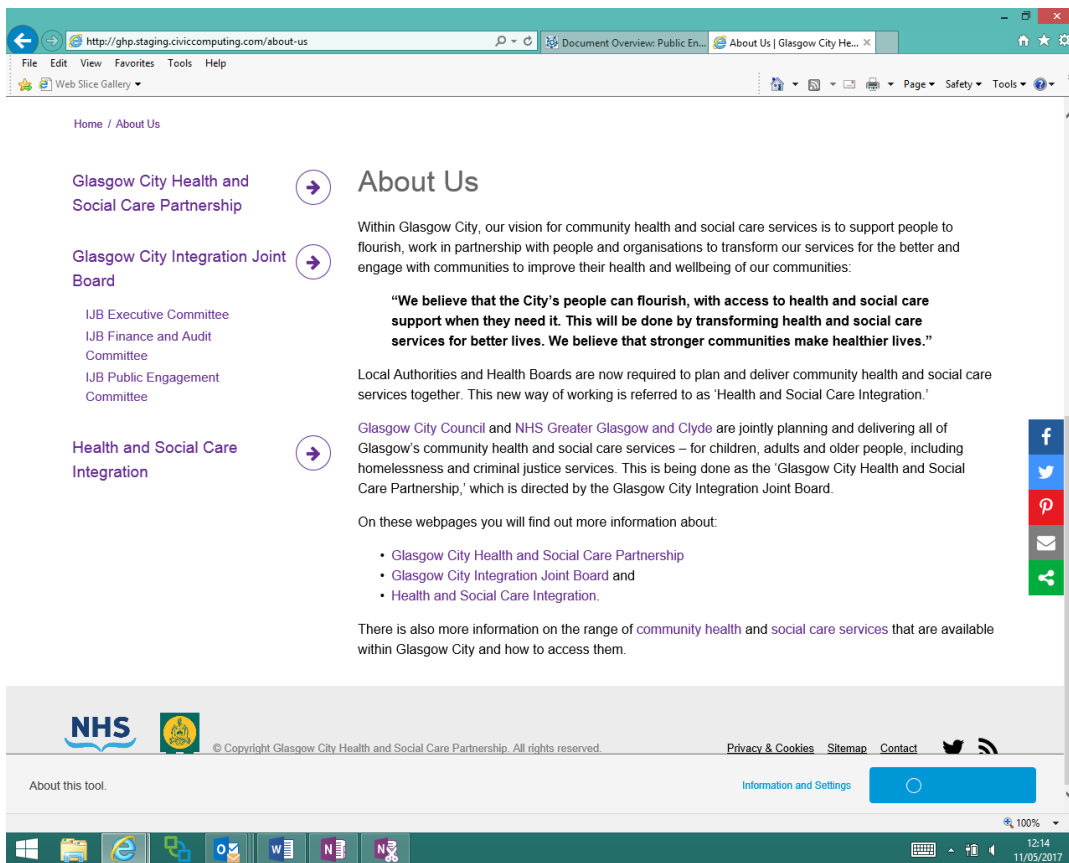
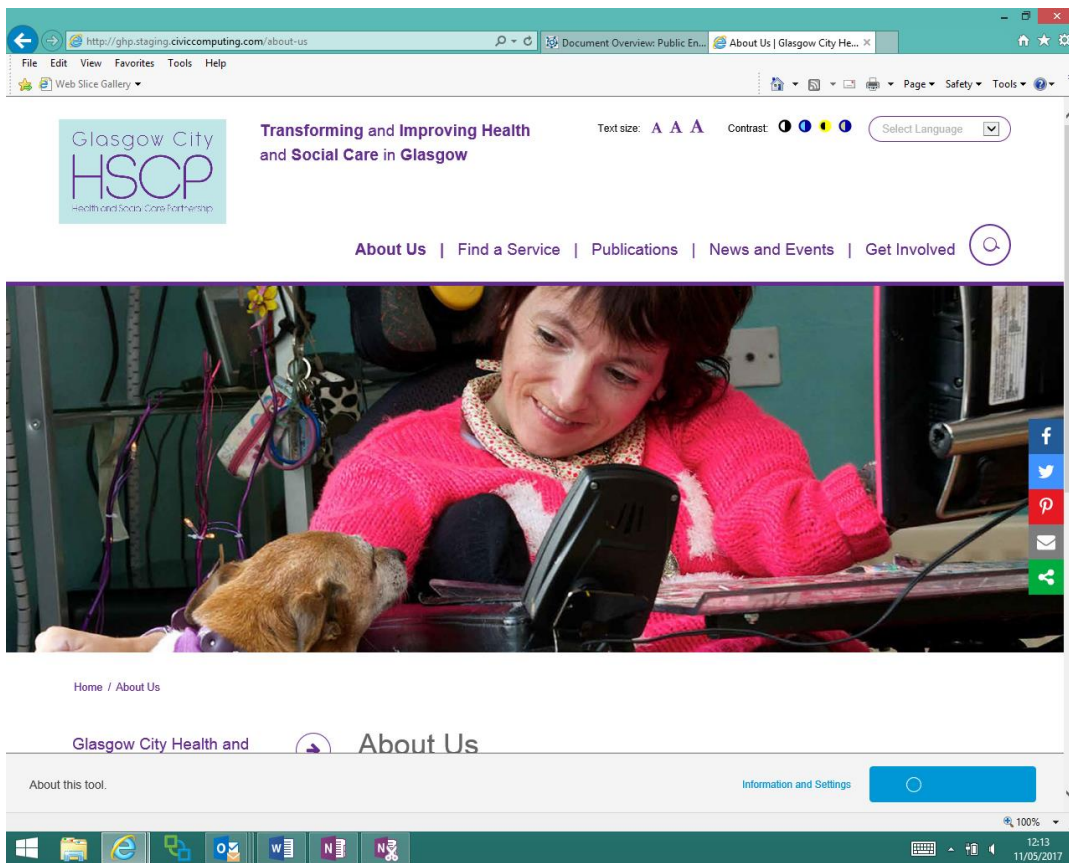
6. Recommendations

- 6.1 The IJB Public Engagement Committee is asked to:
- a) note the contents of this report; and
 - b) approve the public launch of the Partnership's website.

Appendix 1: Home Page



Appendix 2: About Us



Appendix 3: Find a Service

Glasgow City HSCP
Health and Social Care Partnership

Transforming and Improving Health and Social Care in Glasgow

Text size: A A A Contrast: [Icons] Select Language: [Dropdown]

About Us | **Find a Service** | Publications | News and Events | Get Involved [Search Icon]

Home / Find a Service

Community Health Service [Arrow] **Find a Service**

About this tool. Information and Settings [Dropdown]

Home / Find a Service

Community Health Service [Arrow] **Find a Service**

Social Care Service [Arrow] **How to Get a Community Health or Social Care Service**

Glasgow City Health and Social Care Partnership provides a range of community health and social care services for children, adults and older people within Glasgow City, along with services for homelessness and criminal justice. Some services cover the entire NHS Greater Glasgow and Clyde Board area. The services are either directly provided by the Partnership or purchased by the Partnership from another provider/contractor of community health and social care services.

You can find more information on how to (during and outwith normal office hours):

- get a [community health service](#) or
- get a [social care service](#).

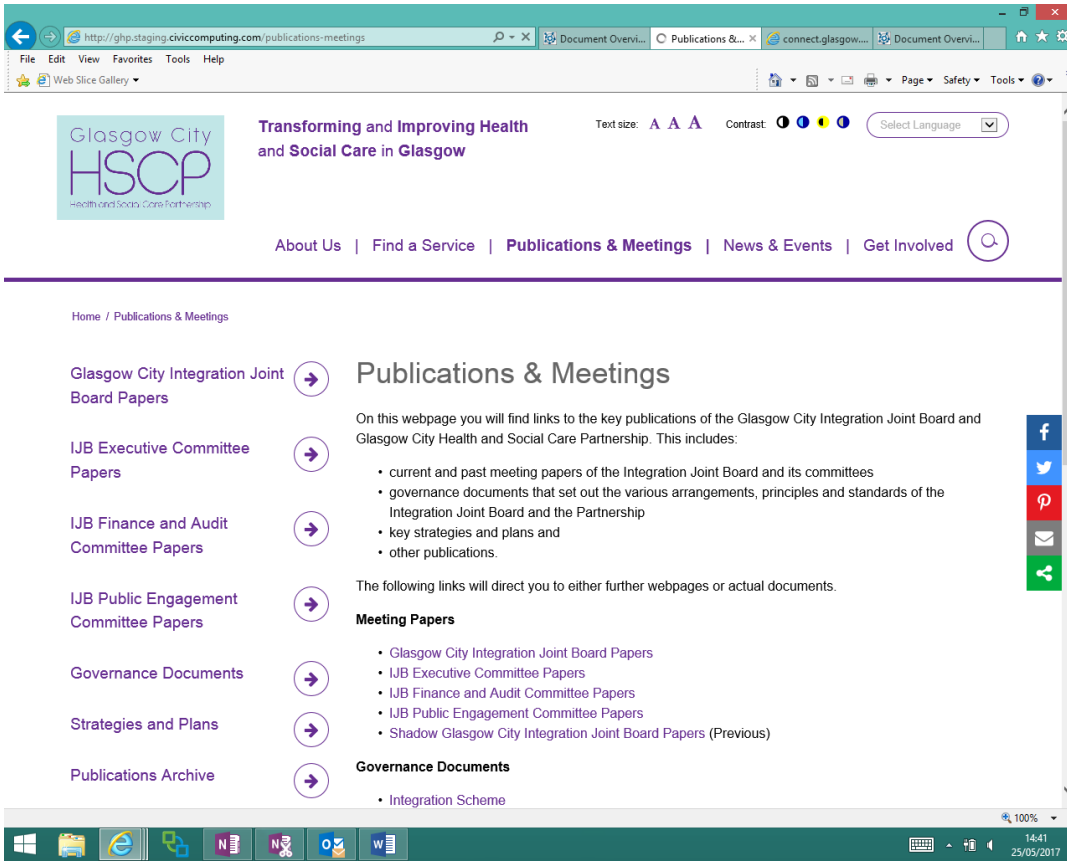
There is also information for carers on the [Glasgow website](#) or [Your Support Your Way Glasgow](#).

Other useful sources of help or information are available:

- **Health and Wellbeing Directory** is a gateway to information about a wide range of health improvement and wellbeing services provided by NHS Greater Glasgow and Clyde, the Glasgow City Health and Social Care Partnership and partner organisations
- **NHS inform** is Scotland's health information service that provides people in Scotland with accurate and relevant information to help them make informed decisions about their own health and the health of the people they care for and
- **Your Support Your Way Glasgow** is the Glasgow City Health and Social Care Partnership's website that provides patients, service users, carers, health and social care professionals and the public with information, advice and guidance about local services and sources of help (mainly social care) that can support people to maintain their lifestyle and independence in the community.

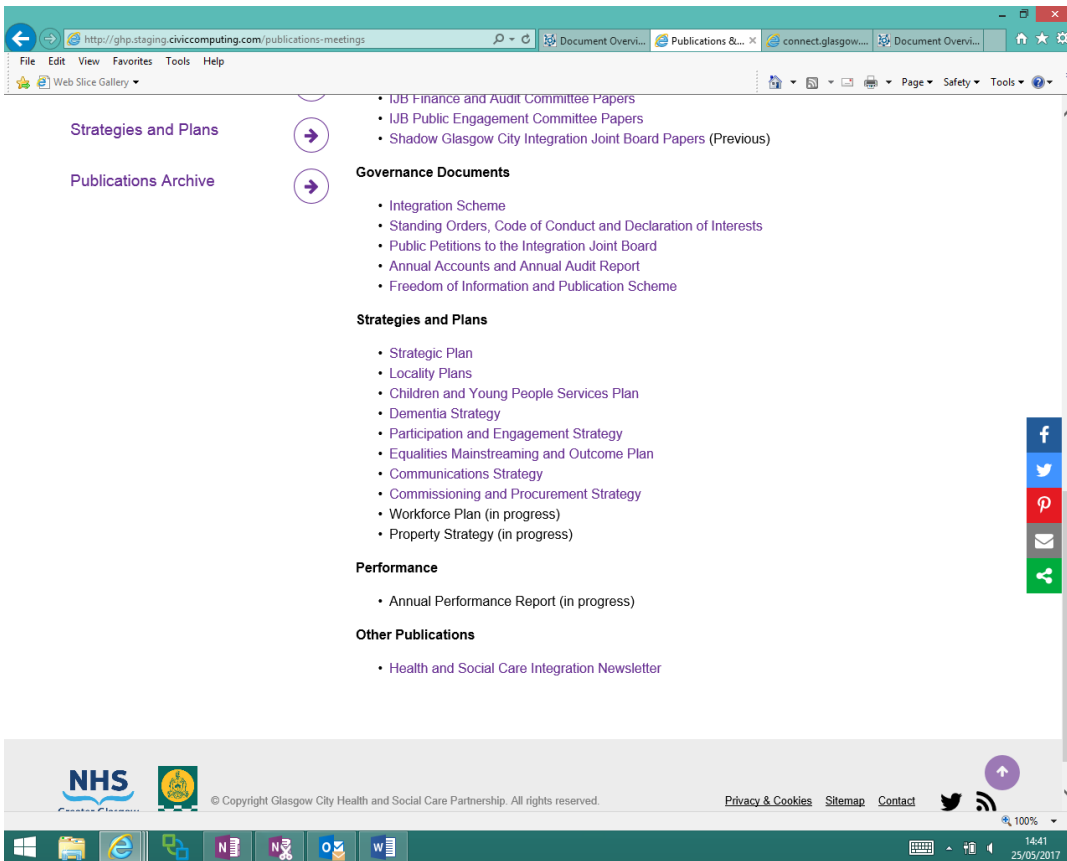
About this tool. Information and Settings [Dropdown]

Appendix 4: Publications & Meetings



The screenshot shows the Glasgow City HSOP website. The header includes the logo and the text "Transforming and Improving Health and Social Care in Glasgow". The main navigation menu has "Publications & Meetings" selected. The page content is as follows:

- Home / Publications & Meetings
- Publications & Meetings**
- On this webpage you will find links to the key publications of the Glasgow City Integration Joint Board and Glasgow City Health and Social Care Partnership. This includes:
 - current and past meeting papers of the Integration Joint Board and its committees
 - governance documents that set out the various arrangements, principles and standards of the Integration Joint Board and the Partnership
 - key strategies and plans and
 - other publications.
- The following links will direct you to either further webpages or actual documents.
- Meeting Papers**
 - Glasgow City Integration Joint Board Papers
 - IJB Executive Committee Papers
 - IJB Finance and Audit Committee Papers
 - IJB Public Engagement Committee Papers
 - Shadow Glasgow City Integration Joint Board Papers (Previous)
- Governance Documents**
 - Integration Scheme



This screenshot continues the content from the previous one, showing the following sections:

- Strategies and Plans**
 - Strategic Plan
 - Locality Plans
 - Children and Young People Services Plan
 - Dementia Strategy
 - Participation and Engagement Strategy
 - Equalities Mainstreaming and Outcome Plan
 - Communications Strategy
 - Commissioning and Procurement Strategy
 - Workforce Plan (in progress)
 - Property Strategy (in progress)
- Performance**
 - Annual Performance Report (in progress)
- Other Publications**
 - Health and Social Care Integration Newsletter

The footer contains the NHS logo, copyright information for Glasgow City Health and Social Care Partnership, and links for Privacy & Cookies, Sitemap, and Contact.

Appendix 5: News & Events


http://ghp.staging.civiccomputing.com/news-and-events



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Transforming and Improving Health and Social Care in Glasgow


Text size: A A A Contrast:  Select Language 

[About Us](#) | [Find a Service](#) | [Publications & Meetings](#) | [News & Events](#) | [Get Involved](#)


Home / News & Events

[News Archive and Search](#) 

[Newsletter Archive and Search](#) 

[Events Archive and Search](#) 

News & Events

Glasgow City Health and Social Care Partnership is committed to communicating with the people who it works with and supports so that they are kept up to date on developments and are aware of what is happening within the Partnership. Our [Communications Strategy](#) outlines how we are doing this.

On this webpage you will find some of the current news stories and events within the Partnership that may be of interest, which may also feature on [Twitter](#). The Partnership also regularly publishes its own Health and Social Care Integration Newsletter.

If you would like any Partnership news items or events to be featured on this webpage or in the Partnership's newsletter, then please email SW_CommunicationsUnit@glasgow.gov.uk.

Latest News

Welcome to our new website

Published: June 21 2017

14:43 25/05/2017

http://ghp.staging.civiccomputing.com/news-and-events

Document Overvi... News & Events... connect.glasgow... Document Overvi...

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Two new multi-million pound state-of-the-art Health and Social Care Centres in the Gorbals and Woodside are set to be open to local residents by the end of 2018.

Cervical Cancer Awareness Roadshow in Glasgow



Published: April 10 2017 | Health Improvement

Glasgow City Health and Social Care Partnership Staff took part in National charity Jo's Cervical Cancer Trust first ever roadshow in Glasgow on 20th March

[Visit News Archive & Search](#)

Upcoming events

Integration Joint Board

 **June 21, 2017 09:30 am - June 21, 2017 01:00 pm**
 **Sir Peter Heatly Boardroom, Commonwealth House, 32 Albion Street, Glasgow, G1 1LH**
GCHSCP Event

The media and public have a right to attend meetings to observe the proceedings, but may not participate in the meeting unless invited to do so by the Chair.

[Visit Events Archive & Search](#)

14:44 25/05/2017

Appendix 6: Get Involved

