



## Item No: 6

Meeting Date: Wednesday 28<sup>th</sup> November 2018

### Glasgow City Integration Joint Board Public Engagement Committee

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<b>COMMUNITY ENGAGEMENT STRATEGY OLDER PEOPLE'S TRANSFORMATIONAL CHANGE PROGRAMME</b>
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<b>Purpose of Report:</b>	This paper describes the planned approach to developing a comprehensive community engagement strategy to support the Older People's Transformational Change Programme agreed by the IJB in November 2017.
<b>Background/Engagement:</b>	The planned approach to stakeholder engagement is set out in detail in this report.
<b>Recommendations:</b>	The IJB Public Engagement Committee is asked to:  a) note the contents of the report and receive an update in summer 2019.

#### Relevance to Integration Joint Board Strategic Plan:

Stakeholder engagement is at the core of the IJB's Strategic Plan. Involving stakeholders in how to plan and deliver services reflects the objectives of the Strategic Plan, the Participation and Engagement Strategy and the proposed approach set out in this report is in line with the HSCP's Consultation and Engagement Good Practice guidelines.

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**Implications for Health and Social Care Partnership:**

<b>Reference to National Health &amp; Wellbeing Outcome</b>	The approach detailed in this report reflects the objectives of the Strategic Plan, which in itself outlines how the National Health and Wellbeing Outcomes will be achieved.
<b>Personnel:</b>	Staff will be required to support consultation, engagement and communications activity.
<b>Carers:</b>	Carers are identified in this report as a key stakeholder group.
<b>Provider Organisations:</b>	Community and third sector organisations and groups are identified in this report as a key stakeholder.
<b>Equalities:</b>	People with protected characteristics are identified in this report as key stakeholders.
<b>Financial:</b>	N/A
<b>Legal:</b>	The Public Bodies (Joint Working) (Scotland) outlines the minimum requirements regarding consultation with stakeholders. The proposed approach outlined in this report goes beyond the minimum required.
<b>Economic Impact:</b>	N/A
<b>Sustainability:</b>	N/A
<b>Sustainable Procurement and Article 19:</b>	N/A
<b>Risk Implications:</b>	Insufficient or ineffective consultation, engagement and communications activity would undermine the credibility of the IJB's Strategic Plan and potentially alienate a wide range of stakeholders.
<b>Implications for Glasgow City Council:</b>	Staff will be required to support consultation, engagement and communications activity.
<b>Implications for NHS Greater Glasgow &amp; Clyde:</b>	Staff will be required to support consultation, engagement and communications activity.

## **1. Introduction**

- 1.1 The purpose of this paper is to outline the planned approach to developing a comprehensive community engagement strategy to support the Older People's Transformational Change Programme as agreed by the IJB.

## **2. Background**

- 2.1 The HSCP has an extensive range of engagement mechanisms involving users and carers including its locality engagement arrangements, service user representation at IJB level including the IJB itself, the Public Engagement Committee and Strategic Planning Groups, care group based service user groups and networks, and forums such as Carer's Reference Group and via its relationship with community and third sector organisations.
- 2.2 Additionally, other transformational change programmes in children's and adult's services present opportunities to engage with various stakeholders about older people's services such as the NHS Board's Moving Forward Together programme, the Greater Glasgow & Clyde wide Out of Hours Review and the HSCP's Primary Care Improvement Plan. In older people's services there are also recent examples of service user engagement in specific service redesign and review programmes such as the OT review, Treatment Room review and engagement within Older People's Mental Health. At a locality level there is extensive community and user engagement in health improvement programmes, Thriving Places working with community planning partners, and in projects such as the New Gorbals Health & Care Centre.

## **3. Older People's Engagement Strategy – objectives and approach**

- 3.1 The proposed objectives of the community engagement strategy to support the Older People's Transformational Change Programme are to:
  - raise awareness about the content of the Older People's Transformational Change Programme with key stakeholders, including users and carers;
  - explain why the Programme is necessary and the vision for older people's services in Glasgow;
  - provide opportunities for stakeholders to contribute to the planning, design and delivery of the Programme; and,
  - ensure that staff, older people's teams and services adhere to the HSCP's Consultation and Engagement Guidelines when engaging and consulting with service users and carers over aspects of the transformational change programme.
- 3.2 The key stakeholders identified for the strategy include:
  - Users of older people's services
  - Carers, relatives and families
  - Community and third sector organisations
  - General public
  - HSCP staff as appropriate

- 3.3 The HSCP has separate arrangements for engaging with the independent sector, provider organisations and housing.

The engagement strategy and supporting action plan will be tailored to the requirements of each work stream within the transformational change programme, and will build on existing engagement and involvement wherever possible. The HSCP Consultation and Engagement Guidelines will be applied to ensure there is clarity on the purpose and intended outcome.

- 3.4 A variety of methods of engagement will be used to enable people to participate and in most cases that will be via face to face engagement such as interviews, focus groups and meetings. Other methods can include but are not limited to;

**Table 1 – methods of engagement**

Purpose	Method	OP Services Users	Carers/Families	Community & 3 <sup>rd</sup> Sector	Public	HSCP Staff
Inform	HSCP Website	✓	✓	✓	✓	✓
	HSCP Social Media	✓	✓	✓	✓	✓
	HSCP Newsletters	✓	✓	✓	✓	✓
	Locality Bulletins	✓	✓	✓	✓	✓
	External Partner Publications/Newsletter	✓	✓	✓	✓	
	Stakeholder briefings	✓	✓	✓	✓	✓
Engage	Surveys/QAs	✓	✓	✓	✓	
	Digital Storytelling	✓	✓			
	Patient/User Diaries	✓				
	Comments Cards	✓				
Consult	User Panels	✓				
	Stakeholder Panels	✓	✓	✓		✓
	Focus Groups	✓	✓	✓	✓	

- 3.5 Discussions are currently taking place with leads for the various work streams within the transformational change programme (e.g. intermediate care, tele care, dementia strategy etc.) to design bespoke engagement plans. The starting point for these will be to build on past and existing engagement and involvement activity to develop a plan in one with the objectives set out above. It is expected that the Locality Engagement Forums and other locality based engagement structures will play a significant role in facilitating the action plan. An example of what an engagement action plan might look like is given below:

**Table 2 – example engagement action plan – OT review**

Purpose	Method	Stakeholders	Activity/Detail	Lead	Timescale
Inform	HSCP web site, social media & other publicity	Users Carers 3 <sup>rd</sup> sector Public	Notice of any public facing events/activities Schedule of tweets Scheduled articles in HSCP newsletter	Comms Team with input from Engagement Officer	TBA
	Stakeholder briefings	Users Carers 3 <sup>rd</sup> sector Public	Presentations at LEF meetings/other locality events on progress with Review	Engagement Officer with input from work stream Lead	
Engage	Digital Storytelling	Users Carers	First person narrative, typically short video or storyboard approx 2-3 mins long Workshop format Support from work stream Lead to recruit small number potential users/carers Can be used in a variety of ways to inform service planning and review	Engagement Officer with input from work stream Lead and Comms Team	TBA (process can be lengthy – allow 6 months for completion)
Consult	User Panel	Users Carers	Recruitment from current users of OT services Scope for large or small scale Panel Can be one off or multiple sessions Can be generic or focus on specific aspect of service/experience Focuses on	Engagement Officer with input from work stream Lead	TBA

Purpose	Method	Stakeholders	Activity/Detail	Lead	Timescale
	Stakeholder Panel		<p>feedback that will inform service planning and review</p> <p>As above but include other stakeholders including carers, families, community/3<sup>rd</sup> sector and staff</p>		

3.6 The timescales for developing the strategy are outlined below:

- Core Leadership Team consideration of draft strategy – June 2018;
- Design of engagement action plans for workstream – September-November 2018;
- Report to Older People’s Strategic Planning Group – November 2018;
- Report to IJB Public Engagement Committee – November 2018
- Draft action plans in place (linked to consultation on IJB draft Strategic Plan) – December 2018 onwards;
- Updates for Locality Engagement Forums and other networks / groups (linked to consultation on the draft IJB Strategic Plan) – December 2018-February 2019;
- Review of action plans by Core Leadership Team – January 2019;
- Action plans in place – January 2019;
- Update to the Older People’s Strategic Planning Group – February 2019;

#### 4. Recommendations

4.1 The IJB Public Engagement Committee is asked to:

- a) note content of the report and receive an update in summer 2019.