

Item No: 10

Meeting Date: Wednesday 26th May 2021

**Glasgow City
Integration Joint Board
Public Engagement Committee**

Report By: Allison Eccles, Head of Business Development

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Glasgow City HSCP COVID-19 Communications Survey 2021

Purpose of Report: The purpose of this report is to summarise the findings from Glasgow City Health and Social Care Partnership's (HSCP) COVID-19 Communications Survey in March 2021, and to present the HSCP's new Partnership Matters Briefing based on feedback from the survey.

Background/Engagement: The COVID-19 pandemic has been the focus and priority for HSCP communications over the past year. Extensive communications support has been provided to the HSCP's service contingency and renewal/recovery planning arrangements and responses to COVID-19 to keep a range of internal and external stakeholders up to date and informed.

The easing of Scotland's recent national lockdown to the previous levels systems has provided the opportunity for the HSCP to review the main ways in which it has communicated with staff, Integration Joint Board (IJB) Members and Council Elected Members to date, and how it continues in the next phase of the pandemic and post-COVID-19.

At its meeting in 18 March 2021, the HSCP's Executive Group requested that a survey be undertaken to inform this, which took place over a two-week period at the end of March/beginning of April. Findings from the survey and a proposal for a new HSCP briefing, titled 'Partnership Matters', were approved by the Executive Group at its 26 April meeting.

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Recommendations:

The IJB Public Engagement Committee is asked to:

- a) note the contents of this report.

Relevance to Integration Joint Board Strategic Plan:

Glasgow City HSCP uses its communications to assist people, communities and organisations to 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. Communications play an important role in the planning and delivery of services; supports good professional practice and contributes to stakeholder satisfaction among other areas. It also assists the HSCP to transform and improve its services and achieve its vision for health and social care across the city with partners.

Implications for Health and Social Care Partnership:

Reference to National Health & Wellbeing Outcome:

HSCP communications contribute to the HSCP meeting all National Outcomes, particularly 3, 4, 8 and 9.

Personnel:

There are no personnel implications. Staff within the HSCP's Business Development Team provide on-going communications support.

Carers:

Carers are identified within the HSCP's Communications Strategy as one of the main stakeholder groups who the HSCP communicates with through a number of channels.

Provider Organisations:

Provider Organisations are identified within the HSCP's Communications Strategy as one of the main stakeholder groups who the HSCP communicates with through a number of channels.

Equalities:

An Equalities Impact Assessment was carried out on the HSCP's Communications Strategy and is available on the [HSCP's website](#). The Strategy also includes a number of actions relating to equalities to take forward as part of its improvement action plan.

Fairer Scotland Compliance:

Effective communication with stakeholders about services that they use or have an interest in will contribute to ensuring that people from groups that are traditionally associated with marginalisation on account of their socio-economic status have equal access to information relevant to them.

Financial:

None.

Legal:

None.

Economic Impact:

None.

Sustainability:

None.

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Sustainable Procurement and Article 19:	None.
Risk Implications:	Without the HSCP regularly communicating with its internal and external stakeholders, underpinned by its Communications Strategy, there is a risk that stakeholders are not supported to be aware of, understand and engaged in its work, both in the planning and delivery of its health and social care services.
Implications for Glasgow City Council:	None.
Implications for NHS Greater Glasgow & Clyde:	None.

1. Purpose

- 1.1 The purpose of this report is to summarise the findings from Glasgow City Health and Social Care Partnership's (HSCP) COVID-19 Communications Survey in March 2021, and to present the HSCP's new Partnership Matters Briefing based on feedback from the survey.

2. Background

- 2.1 The COVID-19 pandemic has been the focus and priority for HSCP communications over the past year. Extensive communications support has been provided to the HSCP's service contingency and renewal/recovery planning arrangements and responses to COVID-19 to keep a range of internal and external stakeholders up to date and informed. Communications is a critical business support function for the HSCP, and HSCP communications are underpinned by the HSCP's second [Communications Strategy](#) that was approved by the Glasgow City Integration Joint Board (IJB) in September 2020.
- 2.2 The development of the HSCP's ICT capability during the COVID-19 pandemic, along with the increased use of digital and social media channels by people and organisations to get their information from, has presented opportunities for the HSCP to improve and innovate the ways in which it communicates through the use of branded email templates, branded briefings, motion graphics, videos, websites and digital and social media channels such as Twitter and YouTube.
- 2.3 Throughout the COVID-19 pandemic, the HSCP has been regularly communicating with internal and external stakeholders through a number of channels. The main ones have included:
- regular email communications
 - the COVID-19 briefing including open and closed buildings
 - video messages from HSCP Senior Management Team Members
 - dedicated briefings for specific service areas
 - a dedicated webpage on the HSCP's website

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- staff briefings and motion graphics to support HSCP staff in their jobs
- posters for HSCP buildings to ensure compliance with Government and Public Health COVID-19 guidelines and to support a safe service delivery environment and
- a number of videos to support the health and safety of staff, including their health and wellbeing, also published on the HSCP's YouTube channel.

2.4 The easing of Scotland's recent national lockdown to the previous levels systems has provided the opportunity for the HSCP to review the main ways in which it has communicated with staff, IJB Members and Council Elected Members to date, and how it continues in the next phase of the pandemic and post-COVID-19.

2.5 At its meeting in 18 March 2021, the HSCP's Executive Group requested that a survey be undertaken to inform this, which took place over a two-week period at the end of March/beginning of April. Findings from the survey and a proposal for a new HSCP briefing were approved by the Executive Group at its 26 April meeting.

3. HSCP COVID-19 Communications Survey

3.1 A communications survey was developed for HSCP staff, IJB Members and Council Elected Members to share their views on:

- the main ways in which the HSCP has communicated with them throughout the COVID-19 pandemic to date, including the usefulness of email communications, the COVID-19 briefing, specific briefings to support staff in their job and SMT videos
- the future frequency of the COVID-19 briefing
- whether they would find service updates in future communications useful and their frequency and
- any suggestions or comments about HSCP COVID-19 communications.

3.2 The survey was web-based and open over a two-week period at the end of March into April 2021. The survey was promoted through email communications and the COVID-19 briefing. Additionally, HSCP Care at Home staff received an SMS text message to their work smartphones inviting them to participate in the survey, and the survey web link was enabled for them to complete the survey via their work smartphones.

3.3 Full results to the survey are attached as Appendix A.

3.4 Summary highlights from the survey include:

- 946 people participated in the survey, mainly consisting of staff (930, 98.3%)
- HSCP staff across all service areas participated, with higher number of participants from Care at Home Services (210, 22.6%); Finance and Resources (160, 17.2%); Children's Services (135, 14.5%); Older People's Services (126, 13.6%) and Adult Services (116, 12.5%)
- 9 in 10 (842, 89%) respondents found HSCP email communications useful/very useful, and just under 1 in 10 (83, 8.8%) found them a little useful

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- just under 9 in 10 (829, 87.6%) respondents found the HSCP's COVID-19 briefing useful/very useful, and 1 in 10 (97, 10.3%) found it a little useful
- the majority of respondents, 3 in 5 (558, 59%), thought that the frequency of the HSCP's COVID-19 briefing should be reduced: monthly (494, 52.2%); bimonthly (55, 5.8%) and quarterly (9, 1%)
- over 9 in 10 (886, 93.7%) respondents thought that a service briefing post-COVID-19 would be useful. Of those who thought it would be useful, half (452, 51%) thought that its frequency should be monthly, whereas the other half (434, 49%) thought it should be less frequent, bimonthly (230, 26%) and quarterly (204, 23%)
- 929 HSCP staff rated the HSCP briefings to support them in their jobs. 4 in 5 (749, 80.6%) respondents found them useful/very useful, and an eighth (117, 12.6%) found them a little useful
- 7 in 10 (657, 69.5%) respondents found the SMT videos published alongside the COVID-19 briefing useful/very useful, and an eighth (114, 12.1%) found them a little useful and
- around 90 respondents provided a comment/suggestion that related to HSCP COVID-19 communications. Some comments / suggestions included reducing the COVID-19 briefing but including other updates on work happening across the HSCP; reducing web links where possible in briefings and making briefings available in PDF format so that they can be printed; using more videos and graphics to communicate and incorporating hyperlinks in COVID-19 briefings to 'jump to' service-specific updates.

4. Partnership Matters Briefing

- 4.1 Based on feedback from the COVID-19 Communications Survey, the following new briefing has been developed and approved by the HSCP's Executive Group for HSCP communications in the next phase of the COVID-19 pandemic and post-COVID-19. A mock example is attached as Appendix B.
- 4.2 The HSCP's COVID-19 briefing will continue but will now be reported as part of a regular HSCP briefing to keep a range of internal and external stakeholders updated on some of the key work happening across the HSCP with partners.
- 4.3 The briefing will be titled 'Partnership Matters Briefing' to reflect the partnership approach and arrangements for the planning and delivery of health and social care within Glasgow City, and it will include:
 - 2-5 key updates and announcements that can include:
 - o messages from the SMT
 - o SMT/Lead appointments
 - o service-specific updates, whether about current services or service developments
 - o key IJB and IJB Committee reports
 - o building updates (e.g., capital builds and relocation of services)
 - o consultations and engagement opportunities
 - o business continuity updates
 - o COVID-19 announcements
 - o campaigns
 - o national days and
 - o awards

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- COVID-19 update including:
 - o the HSCP's COVID-19 briefing with service updates
 - o hyperlink to the HSCP's COVID-19 webpage with the open and closed HSCP buildings briefing and further hyperlinks to national and local information relating to COVID-19
- videos featuring Senior Management Team Members in the short-term moving to ones in the medium- to long-term that feature the work of service areas and staff teams across the HSCP
- news articles and briefings/bulletins available on the HSCP's website and
- HSCP meetings and events that are upcoming.

4.4 The briefing will be initially published monthly, with its on-going frequency possibly reduced post-COVID.

4.5 The briefing will be issued via email to HSCP staff, IJB Members, Council Elected Members and GP Practices. Further work will be progressed to issue it to other stakeholders such as health and social care contractors/providers, Community Councils and third sector groups/networks such as the Glasgow Council for the Voluntary Sector, Glasgow Disability Alliance, Glasgow Centre for Inclusive Living, Glasgow Equality Forum and Volunteer Glasgow.

4.6 The first edition of the briefing is planned for the end of May 2021.

5. Recommendations

5.1 The IJB Public Engagement Committee is asked to:

- a) note the contents of this report.

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Appendix A

Glasgow City HSCP COVID-19 Communications Survey Summary Results Tables

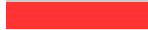
1. Are you?				
			Response Percent	Response Total
1	HSCP staff		98.31%	930
2	IJB Member		0.32%	3
3	Council Elected Member		0.95%	9
4	Other		0.42%	4
			answered	946
			skipped	0

2. What is the main service area that you work in?				
			Response Percent	Response Total
1	Adult Services		12.47%	116
2	Children's Services		14.52%	135
3	Commissioning		1.61%	15
4	Older People's Services		13.55%	126
5	Care at Home - Operational Care Services		22.58%	210
6	Older Person Residential and Day Care - Operational Care Services		2.15%	20
7	Primary Care & Early Intervention (incl. Health Improvement)		6.13%	57
8	Public Protection & Complex Needs (incl. Community Justice & Homelessness)		6.77%	63
9	Finance & Resources (incl. HR, OD & Business Development)		17.20%	160
10	Other		3.01%	28
			answered	930
			skipped	16

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3. How would you rate our HSCP email communications to keep you updated on our response to COVID-19?

			Response Percent	Response Total
1	Very useful		34.88%	330
2	Useful		54.12%	512
3	A little useful		8.77%	83
4	Not useful at all		1.27%	12
5	Don't know / No opinion		0.95%	9
			answered	946
			skipped	0

4. How would you rate our HSCP's COVID-19 briefing? This is the briefing that is regularly issued to keep you updated on how Glasgow City HSCP is responding to and managing the impact of COVID-19 across all service areas.

			Response Percent	Response Total
1	Very useful		33.72%	319
2	Useful		53.91%	510
3	A little useful		10.25%	97
4	Not useful at all		0.95%	9
5	Don't know / No opinion		1.16%	11
			answered	946
			skipped	0

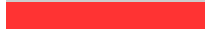
5. How often do you think our HSCP's COVID-19 briefing should be published?

			Response Percent	Response Total
1	Fortnightly		32.56%	308
2	Monthly		52.22%	494
3	Bimonthly		5.81%	55
4	Quarterly		0.95%	9
5	Don't know / No opinion		8.46%	80
			answered	946
			skipped	0

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6. Moving on from the COVID-19 pandemic, would you find a regular service briefing useful and how often?

			Response Percent	Response Total
1	Yes - Monthly		47.78%	452
2	Yes - Bimonthly		24.31%	230
3	Yes - Quarterly		21.56%	204
4	No, not useful at all		1.37%	13
5	Don't know / No opinion		4.97%	47
			answered	946
			skipped	0

7. How would rate our other HSCP briefings to support you to do your job? (e.g., safe working environment and working from home)? If you are NOT an HSCP staff member please select 'Not applicable'.

			Response Percent	Response Total
1	Very useful		29.07%	275
2	Useful		50.11%	474
3	A little useful		12.37%	117
4	Not useful at all		5.29%	50
5	Don't know / No opinion		1.37%	13
6	Not applicable - Not an HSCP staff member		1.80%	17
			answered	946
			skipped	0

8. How would you rate our HSCP's Senior Management Team videos?

			Response Percent	Response Total
1	Very useful		15.54%	147
2	Useful		53.91%	510
3	A little useful		12.05%	114
4	Not useful at all		7.82%	74
5	Don't know / No opinion		10.68%	101
			answered	946
			skipped	0

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partnership matters briefing



Susanne Millar
Chief Officer

April 2021

Welcome to Glasgow City HSCP's 'Partnership Matters' briefing, to keep you more up to date with some of what's happening across our HSCP with partners. We have our briefing attached as a PDF document, so that it can be printed off for those who can't access it electronically. [Current and past briefings](#) are also available on our HSCP's website, and they can be accessed from work and personal ICT devices. We hope that you find our briefing useful. Any comments or suggestions for future topics are welcome, and they can be shared by contacting us at GCHSCP.Communications@glasgow.gov.uk.

Topics included in this briefing:

- Maximising Independence
- Glasgow City Integrated Children's Services Plan 2020 – 23
- Glasgow City Integration Joint Board (IJB) Budget for 2021 – 22
- Deputy Medical Director – Mental Health & Addiction Services
- Staff Health & Wellbeing Webpage
- COVID-19 Update
- Senior Management Team (SMT) Video Message
- News, Meetings & Events



Maximising Independence

Over recent years, we've been continually adapting the way we support people so that we can meet their needs in ways that maintain their independence. Now, we're looking to build even further on this approach with our partners, communities, families, carers and the people we support. [You can read more about our Maximising Independence Programme.](#)



Glasgow City Integrated Children's Services Plan 2020 – 23

Following consultation with children, young people, parents / carers and other key stakeholders, and in partnership with representatives from key statutory and third sector agencies across Glasgow's Community Planning Partnership, Glasgow City's Integrated Children's Service Plan is now available. The plan sets out the key priorities for Children's Services over the next three years (2020 - 23), with mental health and poverty being 'super priorities'. [You can read more about the Plan.](#)



Glasgow City Integration Joint Board (IJB) Budget for 2021 – 22

The IJB recently approved its budget for the delivery of health and social care services for 2021 – 22, with funding offers from Glasgow City Council and NHS Greater Glasgow and Clyde. This will see a budget of around £1.4b from the parent organisations being spent on the delivery of services, and includes additional in-year investment in the real Living Wage, uprating of free personal and nursing care payments and continued implementation of the Carers Act. A number of pressures were identified with a spending gap of around £5.9m, which will be funded by a savings programme. [You can read the full report.](#)



Staff Health & Wellbeing Webpage

We've recently developed a [Health and Wellbeing webpage](#) on our HSCP's website for staff. It brings together a range of information and resources for staff working in health and social care to support them to maintain and improve their health and wellbeing. The webpage also enables staff to ask any questions that they may have about available resources.



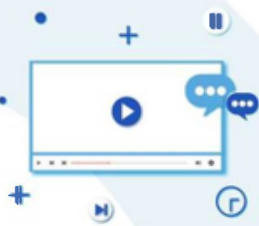
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COVID-19 Update

Keep up to date on how we're managing and responding to the impact of COVID-19 across our health and social care services in Glasgow with our most recent [COVID-19 briefing](#). Current and past COVID-19 briefings are available on our [HSCP's COVID-19 webpage](#), as is a briefing on our main open and closed buildings. Our webpage also has useful links to national and local information relating to COVID-19, including briefings and videos to support a safe working environment during COVID-19.



Video Message

Along with our COVID-19 briefing, Susanne Millar, our Chief Officer for the HSCP, catches up with us in an [SMT video message](#). In her video Susanne reflects on us living and working with COVID-19 over the past year and the incredible daily efforts of HSCP staff and partners continuing to support the health and social care needs of our City in these challenging times.



News

We also regularly publish [news articles and briefings / bulletins](#) on our HSCP's website about specific topics or work happening across our HSCP with partners – whether it be about current services, projects and service developments, new ways of working or achievements to celebrate. If you would like to have something featured, please email GCHSCP.Communications@glasgow.gov.uk. Some recent news items include:

- [Primary Care Improvement Plan Bulletin \(March 2021\)](#)
- [Technology Enabled Care and Support for People with a Learning Disability \(March 2021\)](#)
- [Cost of the Nursery Day Project](#)



Meetings and Events

We have regular meetings and events to discuss and / or make decisions about health and social care in Glasgow. More information about them with upcoming dates is available:

- [Glasgow City Integration Joint Board \(IJB\)](#) – 5 May and 23 June
- [IJB Finance and Audit Scrutiny Committee](#) – 9 June
- [IJB Public Engagement Committee](#) – 26 May
- [North East Locality Engagement Forum](#) – TBC
- [North West Locality Engagement Forum](#) – 22 April, 27 May and 24 June
- [South Locality Engagement Forum](#) – TBC

Keep it Clean



Multi-function devices



Printer & photocopiers



Desks & equipment



Kitchen surfaces

STOP THE SPREAD

Keep Up to Date

Visit our website at www.glasgowcity.hscp.scot or follow us on Twitter at [@GCHSCP](https://twitter.com/GCHSCP) to find out more about what we're doing for health and social care in Glasgow City.



Our Vision & Priorities

The City's people can flourish, with access to health and social care support when they need it. This will be done by transforming health and social care services for better lives. We believe that stronger communities make healthier lives.



Prevention, early intervention & harm reduction



Providing greater self-determination & choice



Shifting the balance of care



Enabling independent living for longer



Public protection