



Be part of the conversation: Influence our strategic direction

Glasgow City IJB: Public Engagement Committee: Strategic Plan update

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Background

- Strategic Plan replacement required for March 2023
- Engagement approach/extension agreed by IJB May 2021
- Review led by Working Group
- Engagement Plans developed/implemented by 12 Reference Groups
- Targeted/tailored engagement activity March to June 2022
- Engagement public survey March 2022
- Consultation on draft Plan July to mid-October
- Feedback from both used to inform Plan and internal discussion



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Preparing for public engagement

- Contacted leads for other strategic activity (e.g. MH strategy, Maximising Independence)
- Updated HSCP stakeholder distribution lists
- Met with key partners to discuss involvement (Glasgow Equality Forum, Glasgow Disability Alliance, GCVS)
- Meet Strategic Planning Groups
- Reference Group membership



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Preparing for public engagement continued

- Branding for the review
- Prepared materials for local use
- Easy read and summary versions of consultation survey
- Developed Communications strategy
- Website and social media campaign
- Updates to Committee



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Reference Groups

- Older People
- Children's Services
- Learning Disability
- Mental Health
- Public Protection
- Asylum and Immigration
- Addictions
- Housing and Homelessness
- Sexual Healthcare
- Carers (via the Carers Reference Group)
- Prison Healthcare
- Strategic matters



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Reference Groups

- Membership informed by participants and key governance groups
- Advised on best engagement method for stakeholder groups
- Highlighted barriers and mitigations
- Connected with existing/previous relevant activity (avoid duplication)
- Considered equality perspective
- Approve engagement plans
- (Jointly) carry out engagement work



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Key public engagement and consultation activity

- Officer attendance external sessions (e.g. Baillieston Community Care)
- Focus groups and group discussion (e.g. PAMIS, Macmillan)
- Local Engagement Forum sessions
- Bespoke/co-produced events (e.g. GCVS, HSCP-led)
- Pre-consultation and consultation surveys
- Support for service users to complete (e.g. Alcohol-Related Brain Damage team, Recovery Communities)
- Social media campaign
- Newsletter articles (e.g. GCIL)



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Pre-consultation engagement survey

- Public survey ran from 1st to 31st March
- Over 800 people accessed survey, 253 complete responses
- Explored:
 - Strategic Priorities (retain, edit, remove, add)
 - Vision (relevance, length)
 - Response to Covid
 - Plan duration
 - Plan content



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Main consultation survey

- Public survey ran from 1st July to 14th October
- 638 people accessed survey, 176 completed

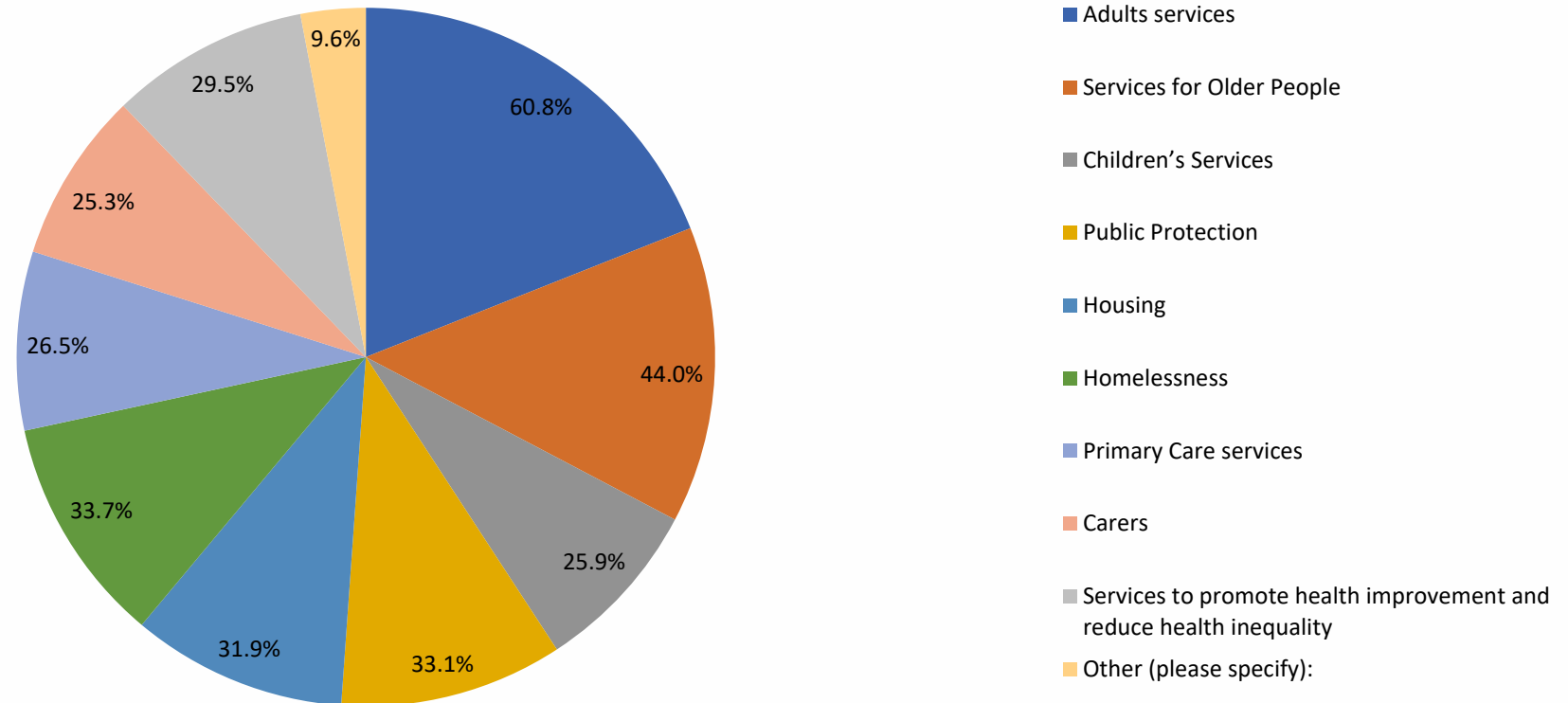
Explored:

- Strategic Priorities (achieving and what success would look like)
- Meaningful involvement (testing the draft principles)
- Strengthening communities (testing the definition)
- Plan duration
- Plan content (inclusion of detail on HSCP activity planned)
- General comments



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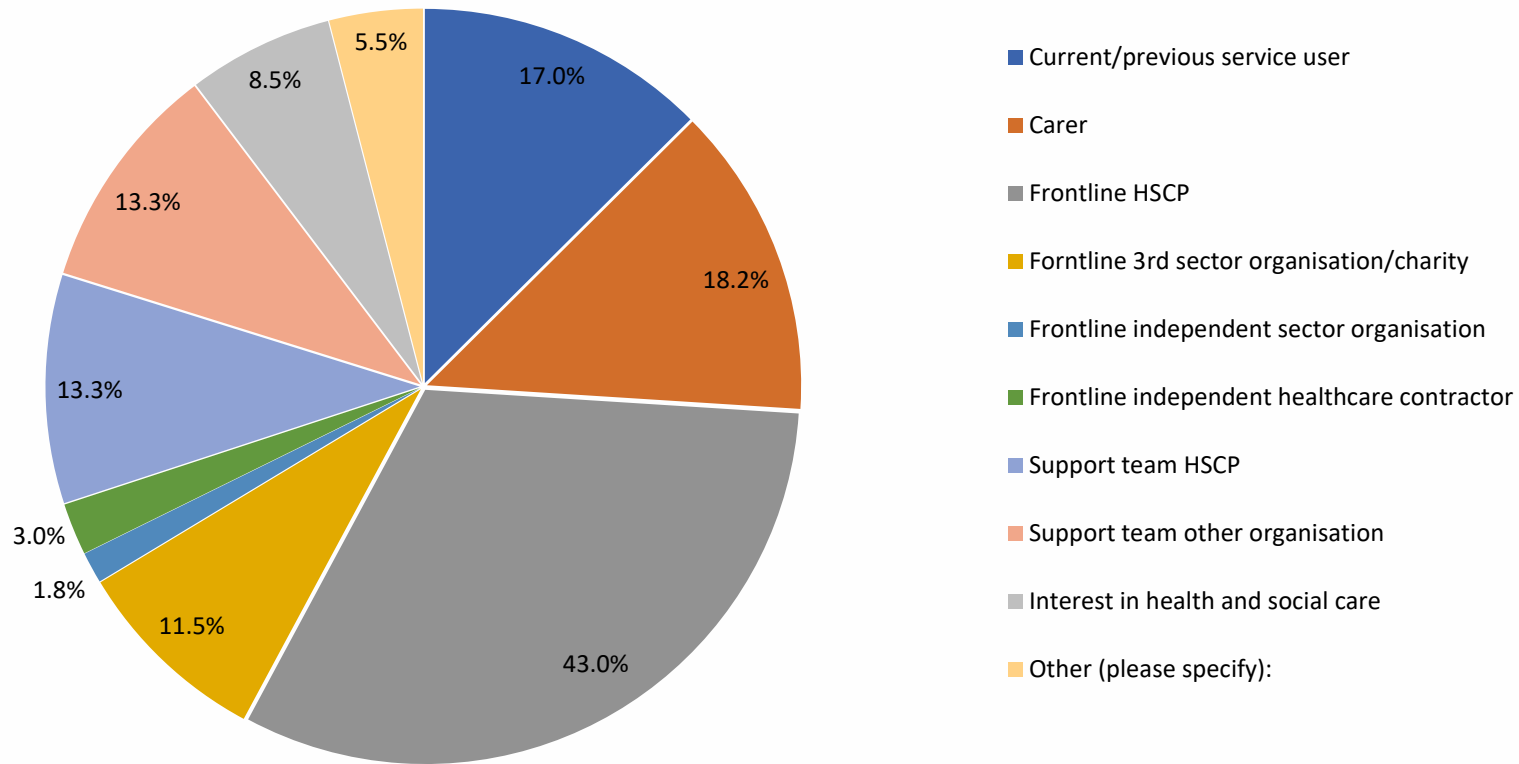
Which areas of health and social care service delivery are you interested in?





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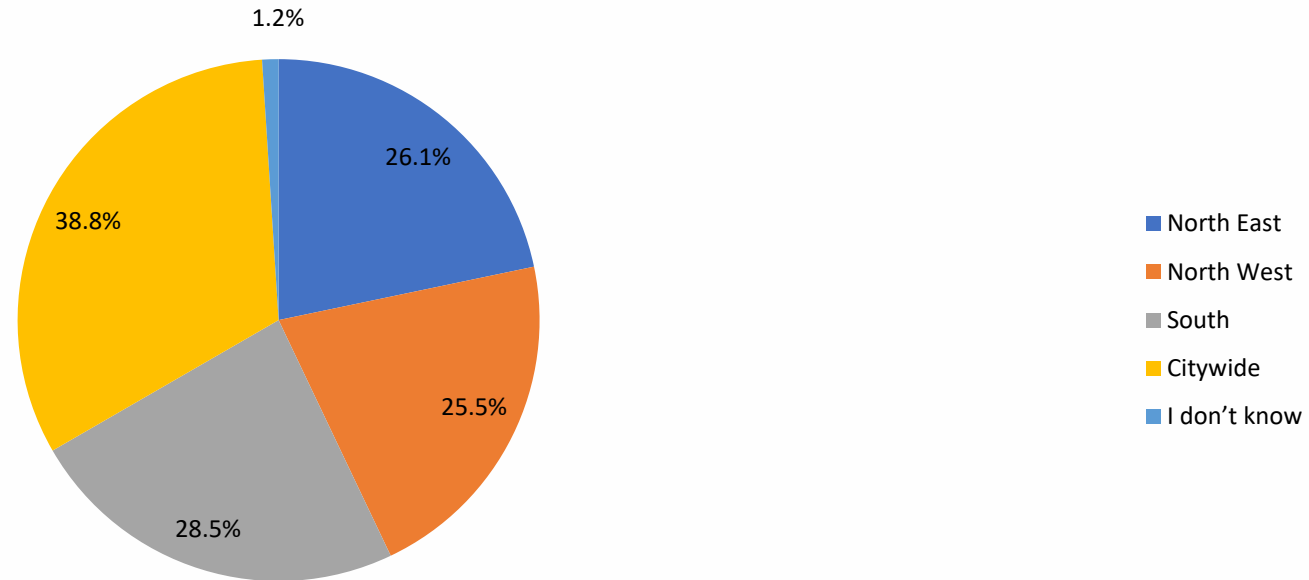
Experience of health and social care services within Glasgow City?





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Which of the three areas of the city do you associate with most closely (this might be where you live, receive services or deliver services)?



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How engagement influenced the Plan

- Led us to define stronger communities
- Participation & Involvement and covid sections
- Led us to remove duplicate information (added hyperlinks)
- Comments feature heavily within Plan
- Desire to see detail, but reduce length of Plan
- Engagement fell short of expectations (right model, wrong time?)
- Broader spread of people getting involved
- Comments drove SMT and IJB discussion (Vision/priorities)



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Considerations from feedback: Vision

- Too long and no hook
- Need a focus on communities
- Need a reference to integration/integrated services
- Need reference to poverty as driver of health issues/inequalities
- We didn't define stronger communities
- Reference to enabling or empowering
- Reference to supporting people to flourish
- Access to appropriate services when the person needs it is crucial



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Considerations from feedback: Priorities

- Is “strategic priorities” a plain English term?
- Importance of valuing and supporting staff missing
- Split Harm reduction and prevention, early intervention
- “Providing” or “supporting” greater self-determination & choice?
- Self management rather than self-determination?
- Remove shifting the balance of care (emphasise strengthening communities)
- Re-frame Public Protection (to focus on harm reduction)
- Reflect maximising independence
- System sustainability and realism given financial challenges



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New Vision

Our Vision is...

Communities will be empowered to support people to flourish and live healthier, more fulfilled lives, by having access to the right support, in the right place and at the right time.



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Key points

- Reduced in length (55 words to 31)
- Focus on:
 - empowering communities
 - communities supporting people
 - Flourishing, healthy and fulfilling lives (aspirational and based on individual goals, needs and outcomes)
 - Services appropriate, available where needed and at the time needed
 - **Actions sitting underneath informed by feedback**



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New “Partnership Priorities”

- Prevention, early intervention and wellbeing
- Supporting greater self-determination and informed choice
- Supporting people in their communities
- Strengthening communities to reduce harm
- A healthy, valued and supported workforce
- Building a sustainable future



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Key points

- Retained “priorities” but dropped “strategic”
- Multiple reference to communities
- Focus on supporting and strengthening people and communities
- Removed shifting the balance of care and re-badged enabling independent living for longer
- Strengthening communities to reduce harm
- Better recognition of need to protect greatest asset
- Sustainability



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Next steps

- Final comments & suggestions being incorporated
- Equality Impact Assessment process underway
- Conclude feedback events (based on Strategic Planning Group areas)
- Draft to graphic designer by end of November
- Easy read and summary versions commissioned
- Feedback Log and preparation of comments to forward as appropriate
- **Report to IJB for approval in March 2023**