

Restoration & Recovery

Communications and Engagement

Restoration Programme – workstreams



Comms and Engagement leads

Collaborative	Communications and Engagement Leads	Workstream	Comms & Engagement workstream status
Acute Collaborative	CCG: TBC Provider: TBC	Planned care & independent sector utilisation	
		Cancer	
		Urgent and Emergency Care	
		Maternity	
		LTC (Stroke & Cardiovascular disease)	
Community and Primary Care	CCG: TBC Provider: TBC	Primary Care	
		Community Services	
		Care Homes	
Mental Health	CCG: TBC Provider: TBC	Mental Health	
Enabling workstreams	CCG: TBC Provider: TBC	Hospital Discharge and additional capacity	
		Covid-19 Testing	
		Workforce	
		Digital	
		Capacity and Demand Analysis	

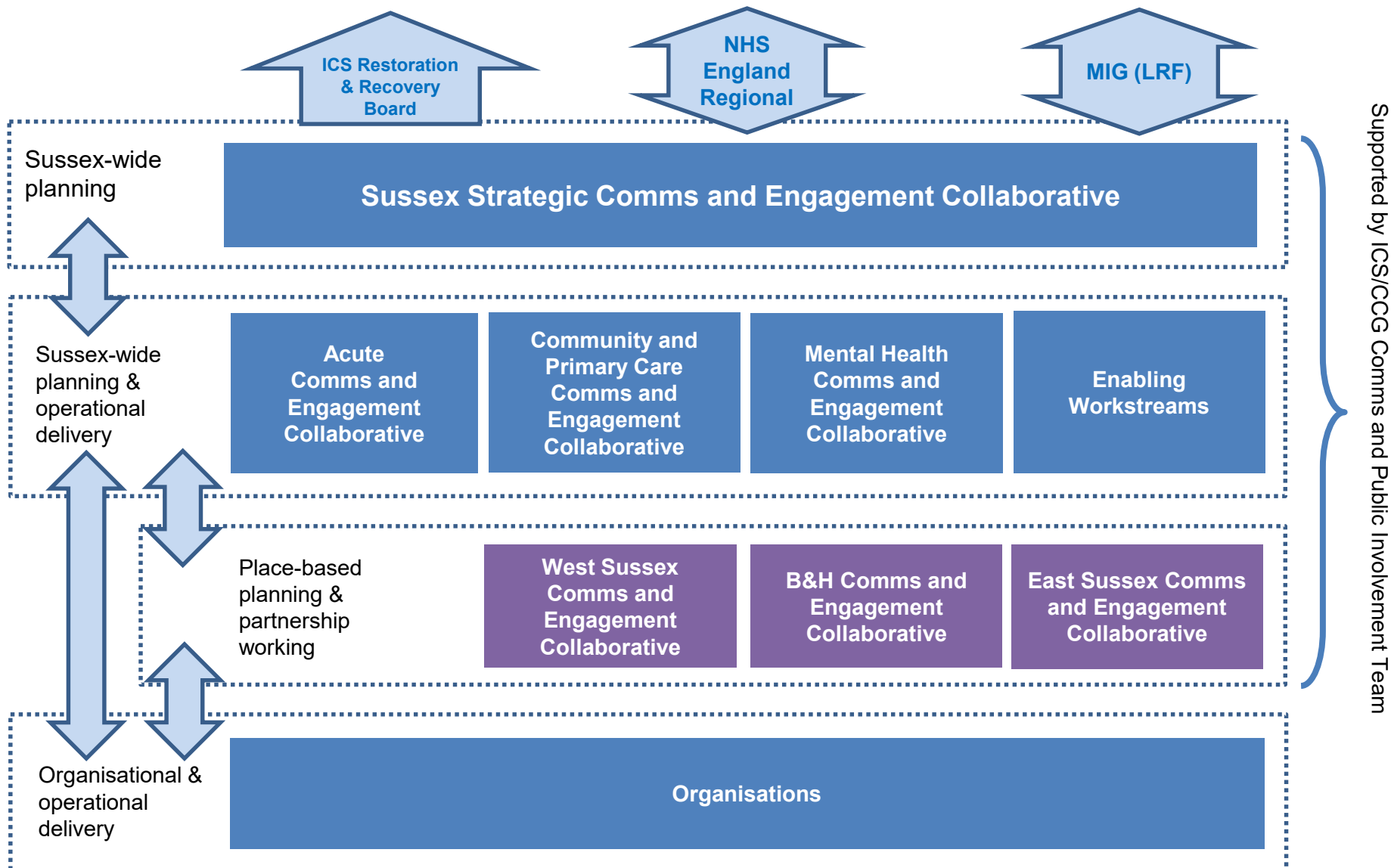
Communications and Engagement - principles

- All partners will take an agreed joint approach to communications and engagement whenever possible and practical.
- All partners will participate in the planning and delivery of the communications and engagement strategy.
- Comms and Engagement workstreams will be co-led and co-produced by provider and ICS/CCG comms and engagement teams.
- Partners will play an equal and active role in the established collaboratives.
- There is a commitment to partnership working alongside community networks and other partners.
- All partners will communicate and engage with key stakeholders and audiences in a co-ordinated and agreed way.
- There will be a focus and commitment to equalities in all communications and engagement activities.
- All partners will seek feedback and input from the public, patients, staff and stakeholders to inform and influence our work and that of the workstreams.

Communications and Engagement co-ordination

Level/group	Membership and orientation	Co-ordination	Responsibilities
Sussex Strategic Comms and Engagement Collaborative	Lead: Tom Gurney Members: NHS and LA Directors/Heads of Comms and Engagement Orientation – Sussex ICS	Monthly meeting	<ul style="list-style-type: none"> • Strategy setting • Project management – workstream oversight • NHS England liaison and escalation • MIG (LRF) representation • ICS-wide Comms and Engagement approach and products
Priority Workstream Comms and Engagement Collaboratives	Leads: TBC Members: CCG and NHS providers comms and engagement teams Orientation – Place and Sussex ICS	Meeting weekly	<ul style="list-style-type: none"> • Workstream representation, planning and co-ordination – plan development • Media/proactice co-ordination/planning
Place-based collaboratives	Leads: TBC Members: CCG, providers, LAs Comms and engagement teams, Healthwatch, CVS Orientation – Place	Meeting bi-weekly Local delivery	<ul style="list-style-type: none"> • Partnership working – channels/networks • Place-based priorities • Stakeholder management • Sharing best practice
Organisations	Leads: Organisational comms leads	Sussex Comms Cell – weekly operational call	<ul style="list-style-type: none"> • Workstream delivery – channels/networks • Patient/Public engagement delivery • Media engagement (proactive / reactive) • Internal comms and engagement

Communications and Engagement – Governance and delivery level



Communications and Engagement – system-wide approach

In addition to support provided to the restoration and recovery workstreams, a system-wide approach will be taken to communications and engagement on the following areas to add additional value and effectiveness and lessen the burden on organisational functions:

- **Narrative:** A consistent public-facing narrative will be developed and co-ordinated with partners to inform communications across the system.
- **Stakeholder briefings:** Regular briefings (verbal and written) will be co-ordinated and delivered across the system for key external stakeholders and formal meetings.
- **Proactive communications:** ICS promotional and ‘good news’ communications will be managed and co-ordinated across the system, in addition to and support of organisational proactive communications. This will include:
 - Case studies
 - Public-facing summary/updates
 - Management of ICS website and social media
- **Communications campaigns:** Public campaigns (Help Us, Help You) will be co-ordinated and planned across the system and delivered both at a Sussex-wide and local level.
- **Engagement programme:** An engagement programme will be co-ordination and delivered across the system, involving the engagement and collation of feedback from staff, public, patients and key stakeholders. This will be done under the banner of the *“Big Health and Care (social distancing) Conversation”*
- **Reporting/assurance:** Assurance of the statutory duty around public involvement will take place at system-level through the CCG Joint Quality Committee.
- **Reconfiguration:** Any future service reconfigurations, requiring formal public consultation, will be co-ordinated and managed across the system in partnership with partners.

Engagement approach – *Big Health and Care (social distancing) Conversation*

- **The Big Health and Care (social distancing) Conversation** reignites the engagement carried out over 2017-18 with our the populations across the (then) Sustainability and Transformation Partnership area of Sussex and East Surrey. This programme was well received and provided a platform for feedback to be captured from a range of diverse communities to inform the initial work of place-based plans, the system-wide Population Health Check, and for the priorities, and delivery of, health and care services at the time.
- It represents a recognised vehicle for many different conversations we will be having with our staff and communities across Sussex as part of restoration and recovery. The “brand” is recognised locally and highlights the two-way dialogue that we want to achieve, ensuring that people talk “with” us and feel part of our work, as opposed to a one-way process of simply gathering feedback. This is aligned to our commitment as a system to work in partnership with our staff and communities.
- Due to changes needed with face-to-face engagement in relation to Covid-19, new and innovative ways of engaging will be used, including a new digital platform and feedback mechanisms.
- The insight will be analysed, collated and triangulated with other data and will be used to shape the work within the workstreams and reported for assurance across the ICS.
- The engagement mechanisms that will be carried out as part of the programme has received support and funding nationally from NHS England.



Engagement approach – *Big Health and Care (social distancing) Conversation*

The engagement programme will involve a number of mechanisms to engage with the public, patients and stakeholders. These will include:

- **New digital engagement platform:** The ICS has purchased a new online engagement platform, with national NHS England funding, - 'Engagement HQ' – which will greatly enhance our digital engagement capability. This will support greater reach to some groups and communities that we struggle to hear from through existing methods, including those who work, people in rural areas, parents and carers, and young people, and will facilitate some innovative methods underpinned by robust data collection.
- **Healthwatch engagement programme:** Healthwatch have received funding from the CCGs to support engagement in restoration and recovery, through targeted engagement on agreed service areas. This will be through both quantitative and qualitative methodology, and will bring an independent element to seeking feedback that will support transparency in our decision making. Areas will be agreed by partners, with scoping and planning informed by collaboration with commissioners and providers.
- **"The Big Debate":** We will run a series of online 'debates' with a range of people to discuss experiences of service changes and to encourage and stimulate views, opinions and ideas on forward planning and transformation. This form of 'deliberative' engagement will focus on specific issues and encourage mutual problem-solving.
- **Sussex People Panel:** We will utilise the newly developed virtual Sussex People Panel which has been developed following national NHS England funding. This will allow views to be gained digitally from people who traditionally have not engaged with the health and care system.
- **Community and Voluntary Sector:** We will work closely with community and voluntary sector partners to reach marginalized communities and those with the greatest health inequalities. This will involve the use of trusted intermediaries to enhance the the volume and quality of feedback.
- **Community Engagement:** We will use the established links with key communities through existing community work – which will include the Community Hubs established to support those who are vulnerable and isolated at a neighbourhood level.
- **Survey:** We will run a second public and key stakeholder survey to assess the views and experiences of the use of services.
- **Patient engagement:** Feedback will be sought across providers from patients, service users and their families and carers to inform ongoing change, redesign and transformation.
- **Existing initiatives:** Some of the existing ICS programmes have ongoing and embedded involvement approaches, such as Maternity Voice Partnerships within the LMS, and others are starting key involvement initiatives such as Sector Connector in the Mental Health programme. We will build on these existing mechanisms and develop them further where required.

Communications and Engagement – initial timeline

Activity	Level	June 2020	July 2020	Aug 2020	Sept–Dec
Agree comms and engagement strategy across partners.	System				
Establish memberships of collaboratives and ways of working.	System				
Launch next phase of restoration and recovery following NHSE guidance	System/Place				
Stakeholder briefings on changes in phases 1 and 2.	Place				
Collate service user and public feedback on changes in phases 1 and 2.	System/place				
Scope out comms and engagement needs of workstreams.	System/place				
Develop comms and engagement plans for workstreams	System/place				
Help Us, Help You campaign phase 1 evaluation and planning	System				
Help Us, Help You campaign next phase delivery	System				
Hel Us, Help You campaign phase 2 evaluation					
Winter Help Us, Help You campaign planning and delivery					
Engagement programme planning	System				
Engagement programme delivery	System				