

CAMBRIDGESHIRE AND PETERBOROUGH SUSTAINABILITY AND TRANSFORMATION PLAN UPDATE – PUBLIC ENGAGEMENT

To: Health and Wellbeing Board

Meeting Date: 26th July 2018

From: Catherine Pollard, Executive Programme Director,
Cambridgeshire and Peterborough Sustainability and
Transformation Partnership System Delivery Unit

Recommendations: The Health and Wellbeing Board is asked to note the strategy for external communication and engagement for the coming year.

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1.0 PURPOSE

- 1.1 To note the external communication and engagement strategy for Cambridgeshire and Peterborough Sustainability and Transformation Partnership.

2.0 BACKGROUND

- 2.1 It has been over 18 months since the publication of the Cambridgeshire and Peterborough Sustainability and Transformation Plan (STP). The journey so far has taken us through a process of analysing what the big health and care issues are in the county, engaging with patients, local people and other stakeholders to distil what needs to change, developing a plan to deliver that change and starting on the road to implementing the Plan.
- 2.2 Starting in 2015, there has been considerable engagement with clinicians, staff, stakeholder groups, patients and public on how we should develop the STP in our area. Our local authority partners, County, City, District Councils have been partners in the development of the STP. We have established and maintain strong relationships with our two County Council Overview & Scrutiny Committees, as well as with our two Health & Wellbeing Boards. Key stakeholders have been kept up to date on the progress of STP Fit for the Future projects, however the wider community are less well informed now we are moving towards delivery.

3.0 COMMUNICATION AND ENGAGEMENT

- 3.1 The purpose of this strategy is to set out how the Cambridgeshire and Peterborough Sustainability and Transformation Partnership (STP) plans to engage with local people, communities, and other key stakeholders during 2018-19. It seeks to build on the good foundations of engagement over the last two years, to expand awareness of our system programme and of progress made to date amongst key audiences. It also seeks to strengthen the role of partners, the public and key stakeholders in the planning, development and implementation of our programmes of work. Furthermore, within groups and communities, it seeks to build on previous engagement and develop a sense of ownership of the values, priorities and expectations of health and care services which will be used to guide system decision making at all levels.

The strategy will set out clear guidelines for how the STP will deliver communications and engagement across all partners to ensure that the public and key stakeholders are fully informed and have the opportunity to engage with STP processes and programmes.

3.2 Our engagement and communications objectives

The objectives of STP communications and engagement can be broken down into four key stages:

1. Publicity - raising awareness
2. Participation - encouraging involvement in the process
3. Engagement and consultation - working with people and stakeholders to hear views, co-designing and co-production where possible.

4. Progression - ensuring that the dialogue and feedback obtained helps to shape delivery and implementation.

3.3 Communications and engagement principles

The principles by which this strategy will be delivered are as follows:

- Shared **leadership** of our communications and engagement strategy, between our System Delivery Unit (SDU) and the in-house communication leads of each partner (Comms Cell).
- A **joined-up approach is taken for communications** by partner organisations who have the predominant role in delivery of key projects e.g., out-of-hospital interventions led by Cambridgeshire and Peterborough NHS Foundation Trust (CPFT).
- Establishing and maintaining a **single resource of consistent and coherent multi-purpose content and information** which can be tailored to different audiences and delivered via various channels e.g., our website, partner internal communication channels, etc
- Ensuring that the development and implementation of service change or transformation projects meet the **highest standards of engagement and consultation** and that statutory duties in relation to involving stakeholders and, where appropriate, consultation are observed.
- Ensuring that the **patient voice is heard** throughout service change planning and implementation, ensuring that Healthwatch and patient representatives are an integral part of all STP workstreams, programmes and projects.
- Ensuring that the development and implementation of system projects meet the **highest standards of engagement** and that statutory duties in relation to involving stakeholders and, where appropriate, consultation are observed.
- **Predominant use of 'borrowed' channels** for delivery (i.e. cascade by and through partner organisations), as this represents both the most cost-effective approach and the ability to use credible, recognised channels. This also reinforces the messages that the partners are the system not something separate.
- Support to leaders throughout the system to **promote consistent and agreed messaging**.
- **Close co-ordination with key stakeholders** to ensure that they are heard and that there are 'no surprises'. Our key stakeholders are listed in the strategy at **appendix one** and include, Councillors, MPs, Healthwatch, public forums etc
- We will ensure that the highest standards of engagement are followed as set out by Healthwatch to ensure local people have their say, namely:

- i. Set out the case for change so people understand the current situation and why things may need to be done differently;
- ii. Involve people from the start in coming up with potential solutions
- iii. Understand who in our community will be affected by our proposals and find out what they think;
- iv. Give people enough time to consider our plans and provide feedback; and
- v. Explain how we used people’s feedback, the difference it made to the plans and how the impact of the changes will be monitored.

The strategy sets out the system priorities for communications and engagement for the year ahead.

The strategy was considered by the STP Communications Cell enabling group on 6 July 2018 and was approved.

The strategy is attached at **Appendix 1** for the approval of this Board.

Source Documents	Location
None	Not applicable