

## **Thurrock Health and Wellbeing Strategy Refresh Communication and Engagement Plan**

### **Background**

1. Health and Wellbeing Boards are partnership boards that include the Council, NHS, Voluntary and Community Sector, and local councillors. The Boards are responsible for improving the health and wellbeing and reducing inequalities in health and wellbeing of their local areas. They do this through the setting health and wellbeing priorities which form part of a Health and Wellbeing Strategy.
2. Thurrock agreed its first Health and Wellbeing Strategy in 2013. The second and current Health and Wellbeing Strategy was launched in July 2016. It is a five year Strategy which focusses on preventing poor health and wellbeing from occurring by addressing the wider determinants of health.

### **Approach to be adopted for refreshing the Strategy.**

3. This Health and Wellbeing Strategy refresh will be comprehensive and each element of our approach is set out as part of a suite of five papers created to explain and support it:
  - Paper 1 considers and proposes commencing the refresh now to ensure that a revised Health and Wellbeing Strategy can be launched before the current Strategy concludes in July 2021. The five year Health and Wellbeing Strategy was launched in July 2016.
  - Paper 2 provides an analysis of progress made against **current Health and Wellbeing Strategy priorities to consider whether they should continue to be reflected in the refreshed strategy** ensuring it continues to focus on the areas that matter most.  
  
This paper also considers how the outcome framework and Key Performance Indicators, created to ensure progress being made with improving outcomes can be measured and reported to the Board, can be reviewed.
  - Paper 3 considers the population and future demographics of the population of Thurrock. **A review of recent policy developments and key literature has also been undertaken as part of informing the potential priorities** for the refreshed Health and Wellbeing Strategy.
  - Paper 4 **considers the Health and Wellbeing Strategy Goals and Objectives framework** and whether proposals to approve slight tweaking to the existing framework will enable the refreshed strategy to continue to focus on existing Strategy priorities as well as any emerging and future priorities that impact on people's health and wellbeing.
  - This paper is the communication and engagement plan which will ensure that the refreshed Strategy is informed by partners and members of the public.
4. The Health and Wellbeing Strategy refresh will be planned and delivered using light touch Project Management approach. As part of providing robust governance and

ensuring key stakeholders can inform the shape and priorities of the refreshed Strategy a Task and Finish Group will be established.

5. The Strategy Refresh will be guided by the Health and Wellbeing Board's vision and key principles. The Board's vision is:

***Add years to life and life to years***

6. The Health and Wellbeing Board's vision and the work of the Board is guided by a set of key principles:
  - Reducing inequality in health and wellbeing. We want things to get better for everyone but we are also committed to ensuring that the poorest communities enjoy the same levels of opportunity, health and wellbeing as the most affluent.
  - Prevention is better than cure. Rather than waiting for people to need help, we want Thurrock to be a place where people stay well for as long as possible.
  - Empowering people and communities. We don't just want to do things to people, but give people the opportunity to find their own solutions and make healthy choices.
  - Connected services Good health and care services should be organised around the needs of people, not around the needs of organisations.
  - Our commitments will be delivered. We will ensure that commitments are delivered and all partners are accountable.
  - Continually improving service delivery. We will not settle for poor levels of service, continually striving to improve the planning and delivery of local services, ensuring that they meet the needs of the people of Thurrock.
  - Continuing to establish clear links between health and education services, improving accessibility for all. We will make sure that clear links continue to be established between health and education services, improving accessibility.

**Engagement of system partners and the population of Thurrock**

7. Thurrock's refreshed Strategy will co-created through the active involvement and engagement of local citizens and system partners.

**Key Partners**

8. The engagement of system partners is essential in helping determine local priorities and how improved outcomes can be achieved through adopting a genuine partnership approach for planning, commissioning and delivery services at the appropriate geographical levels comprising System (Mid and South Essex Health and Care Partnership); Place (Thurrock Clinical Commissioning Group and the Council); and Neighbourhood /Locality levels.
9. **System partners and officials will be engaged in the first instance to inform the development of a Health and Wellbeing Strategy Framework and potential**

**priorities.** This is because it is important to ensure that the refreshed Health and Wellbeing Strategy provides a framework that:

- Remains evidence based and reflects the priorities of Thurrock residents
- Continues to capture and stimulate action that impacts on the wider determinants of health and wellbeing
- Is flexible enough to respond to future emerging challenges and national and local policy developments
- Does not duplicate but holds the system to account

10. Partners will also help to identify possible priorities for the refreshed Health and Wellbeing Strategy which will be subject to consultation with the public.

The public

11. Part of the engagement approach is to ensure Thurrock's citizens understand the important part they have in improving both their own and their community's health and wellbeing as well as helping to identify how health and care services can and should improve.

12. Stakeholders that we intend to engage with as part of the Strategy refresh are provided at **Annex B1**.

13. Communication and engagement activity will be taking place throughout 2020. **A formal consultation period, running for approximately 8 weeks, will take place in early 2021.** Specific, timed communication activity is set out at Annex B2.

14. The questions we are likely to ask as part of consulting the public are:

- Do you think the Goals are the right ones?
- Are the priorities identified within each of the Goals the right ones?
- Do you think there are other health and wellbeing issues that we should consider as part of the Health and Wellbeing Strategy?
- What action should we take to deliver the priorities?
- How do you think we should measure whether the Strategy is improving outcomes for the people of Thurrock?

15. We aim to have the refreshed Strategy in place by the end of March 2021.

### Key Messages

16. To ensure consistency throughout the consultation exercise key messages will include:

- We are living longer but not healthier lives
- A number of the conditions that cause poor health are very preventable
- A wide range of issues affect health and wellbeing, often referred to as the wider determinants of health, which include housing, education and employment, finances and the environment within which we live and work.
- All partners and organisations have a role to play in supporting health and wellbeing
- Individuals themselves have a key role in maintaining their health and wellbeing and using health and care resources wisely
- We want people to access services at locations and times that are suitable for them
- People can access health and wellbeing support through a range of non-traditional methods (i.e. pharmacists)

- If more people are kept healthy less people will require expensive hospital services which will free up resources that can then be spent on prevention.

## Stakeholder mapping

Stakeholders	Possible methods	Contacts
Elected members	<ul style="list-style-type: none"> <li>• Leader (HWB member)</li> <li>• Cllr Mayes (PFH Air Quality and Health)</li> <li>• Cllr xxx (PFH Education)</li> <li>• Cllr Little (PFH Children and Adult Social Care and HWB member)</li> <li>• Cllr Fish (HWB member)</li> <li>• Cllr Holloway (Chair of HOSC)</li> <li>• Cllr Johnson (PFH Housing)</li> <li>• Cllr Hullin (PFH Communities)</li> </ul>	<ul style="list-style-type: none"> <li>• HWB</li> <li>• Specific briefings</li> <li>• Meetings</li> </ul>
Council Committees / Strategic Meetings	<ul style="list-style-type: none"> <li>• Health and Wellbeing Board</li> <li>• Cabinet</li> <li>• HOSC</li> <li>• Director's Board</li> <li>• Council DMTs</li> </ul>	<ul style="list-style-type: none"> <li>• Meetings and papers</li> </ul>
Key Partners	<ul style="list-style-type: none"> <li>• NELFT</li> <li>• EPUT</li> <li>• CCG</li> <li>• Mid and South Essex Health and Care Partnership</li> <li>• BTUH</li> <li>• Prison and probation service</li> </ul>	<ul style="list-style-type: none"> <li>• Primarily through the Health and Wellbeing Board</li> </ul>
Partner governance	<ul style="list-style-type: none"> <li>• CCG Board</li> <li>• Mid and South Essex Health and Care Partnership</li> </ul>	

	<b>Stakeholders</b>	<b>Possible methods</b>	<b>Contacts</b>
VCS Organisations	<ul style="list-style-type: none"> <li>• Thurrock CVS</li> <li>• Thurrock Health Watch</li> </ul>		
	<ul style="list-style-type: none"> <li>• Service Users</li> </ul>	<ul style="list-style-type: none"> <li>• Letters</li> <li>• Attendance at Forums (described within specific targeted forums)</li> </ul>	
	<ul style="list-style-type: none"> <li>• General Public</li> </ul>	<ul style="list-style-type: none"> <li>• Attendance at Community Hubs</li> <li>• Attendance at events</li> <li>• Attendance at locations (i.e hospitals, surgeries)</li> <li>• Attendance at Forums</li> <li>• Consultation portal</li> <li>• Letters (as part of council tax reminders etc, CCG, CVS)</li> <li>• Press release</li> <li>• Twitter</li> <li>• LACs</li> <li>• On the street engagement via Ngage</li> <li>• Partner websites with links to Thurrock Council website</li> </ul>	
The public			
Specific targeted Forums	<ul style="list-style-type: none"> <li>• Thurrock Disability Partnership Board</li> <li>• Older People's Parliament</li> <li>• Youth Parliament</li> <li>• Thurrock Asian Association</li> </ul>	<ul style="list-style-type: none"> <li>• Attendance at meetings</li> </ul>	
Council Employees		<ul style="list-style-type: none"> <li>• Attending Directorate Team meetings</li> <li>• Discussions at various staff forums</li> <li>• Chief Executive's Blog</li> <li>• Staff Forums</li> </ul>	
Various audiences		<ul style="list-style-type: none"> <li>• Council Twitter to advertise events / opportunities to provide views on HWB Strategy refresh</li> </ul>	

**Communication activities and timescales**

**[The Communication activity plan will be developed by the Task and Finish Group that is to be established**