

Better Care in Thurrock

A Plan for communicating with and involving citizens in transforming health and social care services.

Draft Version 1.0

Jointly produced by Thurrock CVS, Thurrock Healthwatch, Thurrock Clinical Reference Group, Thurrock Coalition, Thurrock Council and NHS Thurrock Clinical Commissioning Group

July 2014

A Communication and Engagement Plan for citizens in Thurrock

Introduction

Health and Social Care Services are expected to be fully integrated by 2018. Communication with, and engagement of, citizens is central to the development and delivery of any plan for integration.

Thurrock Council (the Council) and Thurrock Clinical Commissioning Group (the CCG) are committed to engaging and involving citizens and community groups in developing a vision of what integration will look like, and the principles that will underpin that vision.

Together with Thurrock Council for Voluntary Services (the VCS), Thurrock Healthwatch, Thurrock Commissioning Reference Group (the CRG) and Thurrock Coalition we have already developed the high level principles that will frame our joint vision. These are:

- 1. Empowered citizens who have choice and independence and take personal responsibility for their health and wellbeing**
- 2. Health and care solutions that can be accessed close to home**
- 3. High quality services tailored around the outcomes the individual wishes to achieve**
- 4. A focus on prevention and timely intervention that supports people to be healthy and live independently for as long as possible**
- 5. Systems and structures that enable and deliver a co-ordinated and seamless response**

In pursuing our vision, Thurrock CVS, Thurrock Healthwatch, Thurrock CRG and Thurrock Coalition have also agreed to work with Thurrock Council and the CCG in a process by which:

- a) citizens will be involved, at the earliest stage, in conversations to refine and confirm the vision and the high level principles for integrated health and social care services, and
- b) the manner in which the principles should be applied across the whole health and social care system to ensure better care for the people of Thurrock will be jointly determined - with the initial focus being the health and well being of older adults.

This process is known as co-production.

An illustration of the process for engagement in the Whole System Redesign of health and social care services, and the stage at which engagement will take place, is contained in the Annex.

DRAFT for consultation

Background

The Council and CCG are required by the Government to create a Better Care Fund Plan, to ensure whole-system transformation including the integration of health and social care¹. The Better Care Fund (BCF) is a single pooled budget that will act as a catalyst to ensure Thurrock's transformational ambitions for health and care are achieved, initially in the care of older adults.

In addition, the Care Act 2014 which received Royal Assent on the 14th May 2014, brings existing care and support legislation into a single statute and will require major changes to the administration of social care from 2015.

These major changes, in the context of an already challenging financial settlement for the Council and the CCG, will require co-operation across the public, private and voluntary sectors of an unprecedented scale. But that co-operation alone will not be sufficient for the task unless citizens and communities are engaged to steer and drive the changes they need.

The Purpose of the Plan

The purpose of this Plan is to ensure that citizens and community groups can co-produce with the Council and the CCG a plan for transforming health and social care in Thurrock. This will involve consideration of the needs, strengths and assets in Thurrock's communities, and the objectives and outcomes the communities want integrated health and social care to achieve.

The principles that will guide communication and engagement

This Plan will be delivered in agreement with the principles of the Thurrock Joint Compact 2012 and the Thurrock Community Engagement Toolkit

To enable citizens and community groups to participate fully in the co-production process, we recognise that clear and accessible information about the challenges and choices facing them must be made available in a timely manner.

From the outset engagement will be::

- Honest and transparent about the scope of change, and the enablers and constraints in the change process;
- On terms, in places and at times which suit citizens and communities;
- Two way, with information being imparted and received, and delivered in a manner which encourages questions and constructive criticism; and
- Responsive to what we hear, where ever possible giving an account of what will be done with what we learn and the likely outcomes.

¹ Letter from Brandon Lewis and Norman Lamb MP to Councils on the Better Care Fund – 20 December 2013

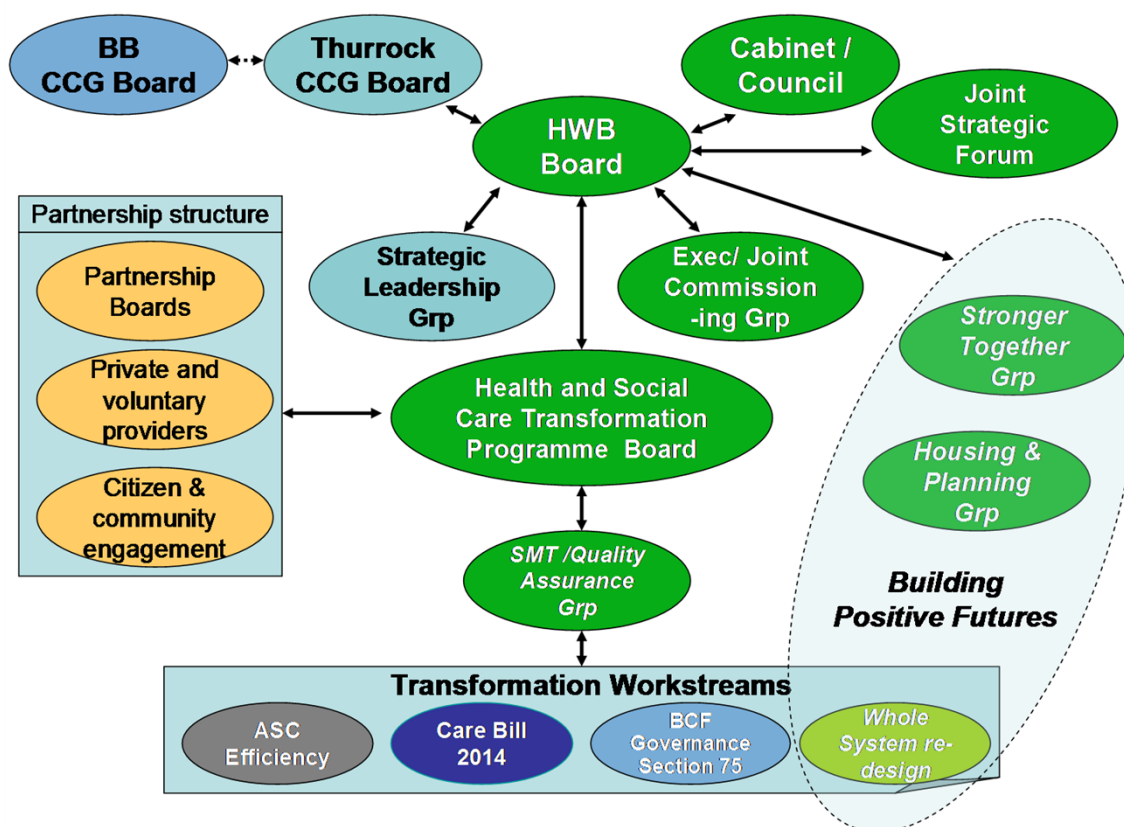
That way that the Health and Social Care Transformation Programme communicates will

- ➔ demonstrate integrity and public accountability;
- ➔ be clear and easy to understand;
- ➔ Provide feedback where people have engaged using the 'you said, we did' methodology; and
- ➔ be appropriately targeted to the communication needs of our various audiences.

Governance arrangements

This Communication and Engagement Plan forms part of the Programme Initiation Document for the Health and Social Care Transformation Programme Board. The arrangements for engaging citizens and communities will be overseen by the Health and Social Care Transformation Programme Board, reporting to the Health and Well-being Board.

The Health and Social Care Transformation Programme Board is a joint governance arrangement between Thurrock Council and Thurrock Clinical Commissioning Group for the development of all policy, commissioning and procurement, market engagement, efficiency, performance and governance documentation related to the integration of adult social care and health, and, in the context of the mandatory changes to be introduced by the Care Act 2014 and the Better Care Fund. The cross cutting nature of these changes, will also require it to have oversight of progress against relevant aspects of the Quality, Innovation, Productivity and Prevention challenge, the Primary Care Strategy, any review of acute healthcare (hospital) provision, and the Council's efficiency and integration programmes for social care.



Audiences and Channels

A detailed plan for engagement of citizens and communities will be drawn up in conjunction with Thurrock CVS, Thurrock Healthwatch, Thurrock Commissioning Reference Group and Thurrock Coalition. The plan will be agreed and adopted by the Health and Social Care Transformation Programme Board and execution of the plan will be undertaken as a work stream within the programme.

The engagement plan for citizens and communities will need to take account of the wider engagement of a diverse range of stakeholders including:

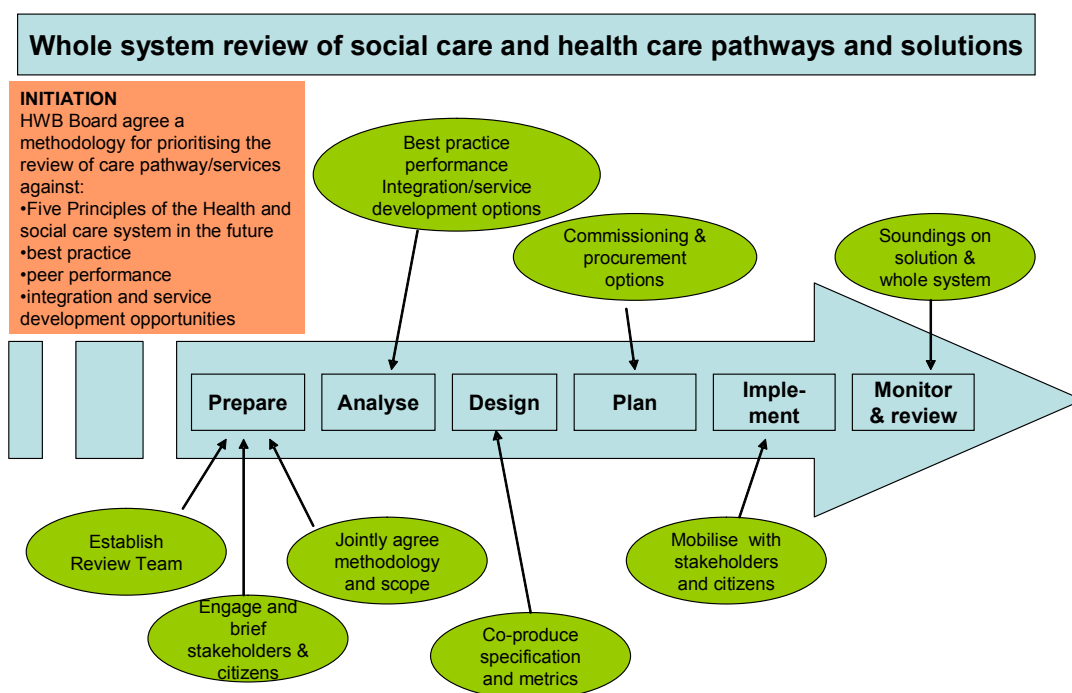
- ➔ Citizens
- ➔ Service users and carers
- ➔ Umbrella organisations, particularly patient and service user organisations in the third sector
- ➔ Elected Members of the Thurrock Council
- ➔ Board Members of Thurrock CCG
- ➔ The 4 main NHS health providers: NELFT; SEPT; BTUH; EEAS individually and as representatives on the Strategic Leadership Group
- ➔ Primary Care providers including GPs, Dentists, Pharmacists and Opticians
- ➔ Commissioners in social care, health and community services
- ➔ Health and social care workers
- ➔ Private and voluntary sector providers individually and as represented in the Partnership Structure

The channel and mode of communication used for engaging citizens, as well as specific geographical communities and communities of interest, will be those judged most suitable for those being engaged, and in accordance with the wishes of those individuals and groups where ever possible. Engagement will be carried out in a targeted way dependent upon the area being engaged on.

The approach used will be ‘bottom-up’, with individuals and citizens, along with Third Sector organisations, being given primacy in the list as appropriate.

The process

It is anticipated that citizens and communities may wish to be involved, to a greater or a lesser extent, in all stages of the whole system review set out in the illustrative diagram below.



The pledge given as part of this Engagement and Communication Plan is that engagement will start at the preparation stage and continue throughout the whole process. We will work with the Council and CCG to ensure that from the outset of the process all citizens and community groups who wish to be involved will be appropriately supported in their involvement.

Proposed Engagement Activity

The Health and Social Care Transformation Engagement Group is responsible for developing and overseeing the detailed programme of

engagement activity. The Group's membership includes: Thurrock CVS, Thurrock Healthwatch, Thurrock Commissioning Reference Group and Thurrock Coalition. Components of the Engagement Plan are likely to include:

Information Exchange:

- ➔ A range of briefing sessions at public meetings such as the community fora
- ➔ A presence at community events
- ➔ Briefings with representative and special interest groups
- ➔ Specially convened listening events

In-depth soundings including:

- ➔ Focus groups – ie people with Long Term Conditions
- ➔ Individual interviews with experts by experience
- ➔ Joint Strategic Forum

Working groups:

- ➔ Citizen involvement in whole system reviews of care-pathways, commencing with the care-pathway for older people.

Locality based conversations:

- ➔ Building on the local presence of Community Fora, community organisers, local area coordinators and Asset Based Community Development - community builders.

Key messages and key questions

Notwithstanding the statutory drivers which mean the timescales for delivery are outside of the control of the Council and the CCG, there are significant opportunities to shape a very different health and social care landscape.

These include opportunities to address:

- ➔ How we can create more age-friendly/dementia-friendly places;
- ➔ How we can create the conditions that overcome social isolation, marginalisation and depression;
- ➔ How can we shift focus and effort to early intervention and prevention (prevent, reduce, and delay the need for service intervention);
- ➔ How we can create the conditions that improve health and reduce inequalities;
- ➔ How we can move away from inappropriate attendance at Accident & Emergency services
- ➔ How can we encourage more older adults to consider at an earlier stage the housing which will best meet their needs as they age
- ➔ How we can build on the strengths, gifts and assets that reside in our communities;
- ➔ How we can stimulate the development of a more diverse social care market and stimulate the growth of micro-enterprises
- ➔ How we can encourage greater mutuality in which everyone feels valued.

This Plan takes forward a number of initiatives underway as part of the Council's Building Positive Futures programme and the strength-based philosophy underpinning BPF Building Positive Futures are embedded in this Plan.

This document will be reviewed at 3, 6, and 12 month intervals.

Resourcing

Where possible, engagement activity undertaken as part of this Plan will be organised as part of existing engagement activity. It is recognised though that some of the engagement activity required to deliver this Plan will be bespoke and will need to be funded accordingly. Through the Engagement Group, we will consider how to prioritise the use of resource required to undertake activity required – across all our organisations.

Appendix: The proposed process for engagement in the Whole System Redesign of health and adult social care services.

The Engagement Cycle

Engaging with patients and the public throughout the commissioning process



For more information go to: <http://engagementcycle.org/>