



Clackmannanshire and Stirling

Strategic Plan

Participation & Engagement Strategy

2016 - 2019

Health and Social Care Partnership

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Background

The Public Bodies (Joint Working)(Scotland) Act 2014 sets out the Scottish Government's programme of reform to improve services for people who use adult Health and Social Care services. The objective of integration that health and social care provision is more joined-up and seamless, especially for people with long term conditions and disabilities, many of whom are older people.

Partners and providers of health and social care services in Clackmannanshire and Stirling are committed to working together to ensure that people live healthier, longer lives, can be independent and have choice and control, no matter who they are and where they live in the Clackmannanshire and Stirling areas.

In making this a reality, the Clackmannanshire and Stirling Partnership recognises the importance of participation and engagement of all partners and stakeholders, including those people, groups and communities who are considered hard to reach.

Appendix I sets out the prescribed stakeholders from the Public Bodies (Joint Working) (Scotland) Act 2014 regulations.

Purpose

This Clackmannanshire and Stirling Partnership Participation and Engagement strategy sets out the Partnership's vision and shared principles with respect to participation and engagement of all stakeholders in enabling the successful integration of Health and Social Care services. It is intended to ensure that all stakeholders are involved, consulted with and actively engaged with Health and Social Care Integration.

The overarching aim of this strategy is to support the achievement of the Clackmannanshire and Stirling Partnership vision for integrated Health and Social Care services. In doing this, it is essential that:

- Stakeholders are key players in shaping and delivering the outcomes for Health and Social and Care integration
- Delivery of Health and Social Care integration is via a partnership culture and behaviours that facilitate effective integrated working across professions and agencies
- Stakeholders possess the necessary knowledge and information regarding their participation and involvement in Health and Social Care integration and what it means for them.

Approach and Methodology

The Strategy has been developed in partnership, involving a range of groups and partners across the Clackmannanshire and Stirling area. The steps undertaken to develop this strategy include:

- Establishment of a Participation and Engagement work stream and working group, involving representatives from a range of groups and partners across the Clackmannanshire and Stirling area (Appendix II lists the members of the work stream)
- Development and agreement on high level principles for Participation and Engagement for the Partnership
- A comprehensive review of existing literature and strategies in relation to Participation and Engagement in the Public Sector and amongst communities
- A facilitated workshop with members of the Participation and Engagement work stream, capturing their views in relation to the content of this strategy, i.e.:
 - Drivers that influence participation and engagement
 - Our vision and principles that are important to adopt in relation to participation and engagement
 - Our overarching objectives and a summary of next steps and the support available in the implementation of this strategy.

Drivers

In order to consider the drivers behind participation and engagement within the Partnership we utilised the STEEPLE approach. STEEPLE is a simple to use tool which helps analyse the socio cultural, technological, economical, Ecological / environmental, political, legal and ethical factors within your environment. This in turn helps us understand the "big picture" forces of change and how we might take advantage of the opportunities that they present.

Driver	Detail
Socio cultural	<p>For example: The proportion of older adults in our society is increasing meaning people are living longer, therefore we want to ensure people are able to participate and engage in planning, development and decision making around how we provide care and support. It is also vital that there is wider public understanding and engagement to promote more active involvement in decision making about health and social care needs.</p> <ul style="list-style-type: none"> • Enabling people to take responsibility for health & care needs – previously people have been passive recipients of care • Encouraging prevention • Culture change in terms of expectations of health and social care e.g. dental care toothbrushes to kids • Community engagement e.g. Public Partnership Forums events discussing relevant topics
Technological	<p>For example: Technological advances have offered different ways to participate and engage with people over recent years. Social media in particular has become a fast way of providing feedback on service provision.</p> <ul style="list-style-type: none"> • Use of online media for service users (web site, social media, application) • Telehealth e.g. video link access via local GP to avoid lengthy trips to hospital
Economical	<p>For example: Pressure on public finances means that there is increased emphasis on using all the resources available to maximum benefit. In this context it is vital to engage the wider public, promote discussion about priorities and what matters most. It is also necessary to have a flexible, skilled workforce.</p> <ul style="list-style-type: none"> • The use of technology could support better use of resources and more flexible use of staffing resources
Ecological / environmental	<p>For example: sustainability - locality planning approaches</p> <ul style="list-style-type: none"> • Approaches to planning public transport arrangements
Political	<p>For example: The Scottish Government has demonstrated a clear desire to participate and engage with stakeholders through their support of a variety of initiatives at local level. For example Joint Improvement Team programme around coproduction.</p> <ul style="list-style-type: none"> • Meets the requirements of all Parties • 'Our Voice'
Legal	<p>For example:</p> <ul style="list-style-type: none"> • The Public Bodies (Joint Working) (Scotland) Act 2014 • Social Care (Self Directed Support)(Scotland) Act 2013

	<ul style="list-style-type: none"> • Community Empowerment (Scotland) Act 2015.
Ethical	<p>For example: links to principles for integration – person centred - it is the right thing to do</p> <ul style="list-style-type: none"> • Taking participation to where people are because you are respecting other time away from their families / usual activities • The partnership approach can contribute to identifying and tackling health inequality and foster a greater understanding of human rights within health and social care.

Vision

Your Life, Your Say

The vision 'Your Life, Your Say' was developed in consultation with a wide range of Health and Social Care partners and stakeholders. The participation and engagement vision is that those who use health and social care services, carers, the public will be engaged and involved with representatives from the key stakeholders in improving local service delivery. This will require the Partnership to put in place the necessary supports to engage with people at an individual, community, locality and partnership level. This will help the Partnership to plan and co-produce services that will meet current and future needs and for service users to be well informed and supported to be proactively involved in their care.

Principles

The Partnership mapped the standards and principles contained within "A Participation Standard" for the NHS in Scotland, Scottish Health Council and "National Standards for Community Engagement", Communities Scotland. In doing so we highlighted the overlap of both of these documents and agreed the following principles.

Together we will ensure participation of all stakeholders by:

- Ensuring participation and engagement is accessible; identifying and overcoming any barriers to involvement.
- Ensuring participation and engagement is driven by local needs. We will also ensure area-wide coordination of common key messages and participation and engagement activities across the Forth Valley area.
- Developing the knowledge, skills and confidence of all participants.
- Working towards a language that is shared across agencies and professions.
- Learning from experience, sharing information and feeding back the results of all engagement and participation activities to the wider community.
- Providing people with feedback, demonstrating how their views have been considered and any telling them about any changes that have been made following their input.

- Utilising a wide range of formats to communicate, consult and engage in a timely manner.
- Using a stakeholder approach to participation and engagement for the Partnership in its widest sense (e.g. service users, unpaid carers, third sector, independent sector, staff and providers).
- Proactively seeking input to shape direction and facilitate coproduction particularly in relation to (to different extents regarding legal frameworks):
 - What enables: timely, wide channels, what enables delivery against commitments
 - Clarity of expectations
- Ensuring clarity of purpose and scope in all communications and face-to-face interactions (e.g. for information, for engagement).
- Emphasising individual responsibility to actively engage with the information provided and the opportunities for getting involved.
- Ensuring robust accountability and governance of the Participation and Engagement strategy for delivery against the agreed key principles.
- Where service change is proposed that will have an impact on staff members of either Council or NHS Forth Valley, early engagement will take place with relevant parties.

Objectives

This is the first Participation & Engagement Strategy for the Clackmannanshire and Stirling Integration Joint Board and it builds on existing good practice. These objectives will be used to measure the delivery of the Strategy:

- Ensure that those who use services and their unpaid carers are at the heart of service design , planning and delivery;
- Ensure that diverse perspectives are represented;
- Ensure that feedback and information gathered is used to support creativity, innovation and service change;
- Encourage participation by groups that can be difficult to reach, where there may be barriers to engagement;
- Ensure that the necessary resources are available to support participation and engagement, specifically with groups that can be difficult to reach;
- Use the data equalities and demographic data published in the Strategic Needs Assessment to inform engagement activities and approaches.

Approach

Resources

We have used existing structures and networks to inform the development of the Participation and Engagement Strategy. There is a need to determine the resources and support that will be necessary to support participation and engagement across the partnership. By bringing together resources, a more effective and comprehensive approach will be possible.

We have identified the current mechanisms that support participation and engagement across Forth Valley and within the two local authority areas. Existing networks are known to the public and have established methods of contact. It will be important to build on existing good practice and to use the established links to wider stakeholder groups. There are also interest groups and condition specific groups operating across the Forth Valley area. Both of the Third Sector Interfaces have their own fora and wider connections to other networks locally and nationally and are continually reviewing and building up their membership networks.

The health and social care vision will be promoted within the partner organisations across all work areas. Working alongside the staff forum to agree and disseminate information. The partners will work together to plan their approach towards wider mapping of communities and engagement to ensure that the support structure is robust.

Appendix III sets out the existing networks and fora within the Stirling and Clackmannanshire partnership area.

Methods of Engagement

Methods of engagement are likely to include face to face meetings, events and focus groups whilst dissemination of information and debate will also take place using new media such as Facebook, Twitter, Online discussion groups/e-panels, webpages, newsletters and small publications.

Understanding complaints received by the Partnership will also be a valued source of information and an area that stimulates conversation with service users.

Using real life stories as case studies will help to take the print off the page, demonstrate what we are trying to achieve in an easy to understand way and encourage feedback.

Equalities Monitoring

Equalities monitoring of interactions is vital as it indicates groups of people that are already engaging, helps identify those that have yet to express an opinion and leads to inquiry as to how we can better include them. Partners will agree what data is gathered to enable consistency of approach. Ensuring that our communications are accessible and applying best practice regarding inclusive communications at meetings and events will go some way to ensuring people can work with us.

There are established existing models and templates for recording of equalities monitoring information. We use an established national template and reporting mechanism for this aspect in all parts of our work to record our reach in to community.

Next Steps

- Continue to promote the health and social care vision within partner organisations across all work areas and communities
- Develop an action plan to implement the strategic principles
- Develop a monitoring framework
- Determine the resources necessary to support participation and engagement across the partnership.
- Develop an effective and comprehensive approach to Engagement and Participation through efficient use of resources.
- Build on existing networks, utilising their established methods of communication with wider stakeholder groups.

Roles & responsibilities

The active engagement and participation of all stakeholders and partners is key to the success of Health and Social Care Integration in Stirling and Clackmannanshire.

Participation and engagement is key to the development of a culture of effective integrated partnership working between the professionals and agencies within the Stirling and Clackmannanshire Partnership. Everyone has a role in ensuring the positive participation and engagement of all stakeholders.

- All partners have a key role in communicating, consulting and engaging with other stakeholders and partners.
- All partners have a responsibility to ensure that all communication, consultation and engagement is accessible to stakeholders and partners.
- All partners and stakeholders have a key role in engaging and participating in order that their particular expertise can be used in shaping and delivering the outcomes for Health and Social and Care integration

Glossary

Communication – Sending out key messages

Consultation – Seeking feedback

Engagement – Building something together

JIT - Joint Improvement Team: Strategic improvement partnership between the Scottish Government, NHSScotland, COSLA (Convention of Scottish Local Authorities) and the Third, Independent and Housing Sectors.

Co-production - “Co-production is the process of active dialogue and engagement between people who use services, and those who provide them” – Sir Harry Burns, Former Chief Medical Officer for Scotland

Appendix I – List of prescribed stakeholders

- Users of health care
- Users of social care
- Carers of users of social care
- Carers of users of health care
- Commercial providers of social care
- Non-commercial providers of social care
- Commercial providers of health care
- Non-commercial providers of health care
- Non-commercial providers of social housing
- Health professionals
- Social care professionals
- Staff of the Health Board and local authority who are not health professionals or social care professionals
- Third sector bodies carrying out activities related to health or social care other local authorities operating within the area of the Health Board preparing the integration scheme or the revised integration scheme.
- Residents of the locality

Appendix II – Participation & Engagement Work Stream Members

Name	Role	Organisation
Lesley White	Programme Manager	Joint Appointment
Agnes McQuaid	HR	Stirling Council
Helen Kelly	HR	NHS FV
Alison Richmond Ferns	HR	NHS FV
Lesley Gallagher	Programme Manager	Stirling Council
Robert Stevenson	Planner	NHS FV
Mark Hamilton	Planner	NHS FV
Divya Prakash	OD Advisor	Joint Appointment
David Murray	OD Advisor	Stirling Council
Johnny Keenan	Head of Health Improvement and CHP (Corporate) Services	NHS FV
Jessie Anne Malcolm	PPF Development Co-ordinator	NHS FV
Karen McLure	Person Centred & Patient Relations Manager	NHS FV
Pauline Marland	Person Centred & Patient Experience Coordinator	NHS FV
Elsbeth Campbell	Health of Communications	NHS FV
Karen Payton	Communications	Clackmannanshire Council
Kirsty Scott	Communications	Stirling Council
Abigail Robertson	Joint Trade Union Chair	Stirling Council
Pamela Robertson	Co Chair, Staff Forum	Clackmannanshire Council
George Kerr	Co-Chair of CHP Forum	NHS FV
Gillian Taylor	Manager Communities and Partnership	Stirling Council
Polly Roger	Integration Engagement Officer	SVE
Liz Rowlett	Integration Engagement Officer	CTSI
Chris Sutton	Service Manager Strategy, Social Services	Clackmannanshire Council
Scott Williams	Locality Lead	NHS FV
David Cairns	Public Health Practitioner	NHS FV
Charlene Condeco	Disability Nurse Advisor	
Lynn Waddell	Equality Manager	NHS FV
Lynn McInley	Team Leader, Community Engagement	Stirling Council
Derek Blues	Local Officer (Forth Valley)	Scottish Health Council

Appendix III – List of Networks and Fora

- Clackmannanshire
 - Clackmannanshire Alliance (Community Partnership, which includes a the Clackmannanshire 1000 reference group)
 - Clackmannanshire Credit Union
 - Clackmannanshire Citizens' Advice
 - Carers' Forum
 - Clackmannanshire Healthier Lives
 - Clackmannanshire Tenants and Residents Forum
 - Community Transport Association
 - Disability Awareness Group/ Access Panel
 - Integrated Mental Health Service users' network
 - Older Adults Forum
 - Public Partnership Forum
 - Third Sector Forum
 - Tullibody Healthy Living
 - Volunteer Managers Forum
- Stirlingshire
 - Carers' Network
 - Children and Families Forum
 - Health and Social Care Forum
 - Public Partnership Forum
 - Stirling Area Access Panel
 - Stirling Council on Disability
 - Volunteer Managers Forum
 - Older People's Forum

References

A Participation Standard for the NHS in Scotland, Scottish Health Council

National Standards for Community Engagement, Communities Scotland

'Our Voice'