



Join our Journey

North East and North Cumbria

Progress update on communications and engagement to support the NENC Integrated Care System and the Long Term Plan

NT&W&ND JT STP OSC

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The following update outlines the overall approach we are taking towards communications and engagement for the developing ICS, which includes engagement in the Long Term Plan.

Delivery group and Network

A regional Communications and Engagement delivery group was established to support the co-ordination of communications with staff and partners around the developing Integrated Care System and associated work programmes. This group has representation from NHS communications leads from providers, NHS England, and commissioners via the North of England Commissioning Support.

A group of communications and engagement leaders from partner organisations (NHS providers, CCGs, NHSE, NECS) in the North East and North Cumbria has been meeting regularly throughout the development and delivery of the regional transformation agenda to ensure access to all existing communication and engagement processes across the area and to rapidly address any issues that may arise.

NHS communications teams are now working as a network to engage in dialogue about the future NHS with stakeholders, staff and the public. The shared ambition is to celebrate the wider success of the NHS across the North East and North Cumbria – focussing on some of the excellent work already being delivered including innovation with new models of care, digital transformation (telehealth and telecare and other), integration, primary care hubs, and community services.

Mechanisms

New 'Join Our Journey' branding is being developed to reflect both the ICS and ICPs.

An ICS website has now been developed which provides a platform for sharing all key documents and information about the ICS. It will be developed to facilitate two-way engagement with key stakeholders and provide a consultation portal, allowing for online surveys, research and promotion of events, including the ability to capture contact details. It will link to other relevant sites.

<https://nhsjoinourjourney.org.uk/>

A regional bulletin has been launched which provides an overarching regional update as well as updates for work programmes. Syndicated articles for internal communications are shared with NHS organisations' communications teams.



ICS and Long Term Plan engagement

Four engagement events were held at the start of the year with frontline staff and patient representatives from across the region. This culminated in a summit event for health and social care leaders where key themes and issues were shared in March, and the results of a further engagement exercise taking place in September will be built into the North East and North Cumbria Strategic Long Term Plan.

Healthwatch organisations in the North East and North Cumbria have been commissioned to support the system in developing approaches to explaining, engaging and involving the public in the context around Integrated Care System health and social care changes, and undertaking engagement linked to the NHS Long Term Plan across North East and North Cumbria.

Healthwatch Darlington was commissioned to lead on, within the North East area, Long Term Plan engagement with the public, linking into Cumbria on the work taking place there. Following a programme of engagement which included survey and focus groups, local Healthwatch colleagues came together to give their thoughts on how their local priority areas for engagement such as mental health and GP access have aligned to priorities for our Integrated Care System.

We are now bringing together the content for our final strategic plan which we are expected to publish following submission in mid-November. This will set out our vision and priorities, and describe how those priorities have been developed with our partners and how they address our analysis of local health and care needs. We will communicate and engage with stakeholders, staff and the wider public around the publication of the ICS strategic plan.

A non-executive and lay member community network with representation from providers and CCGs across the North East and North Cumbria has now been established following a successful funding bid to NHS Improvement and NHS England. The Lay member network will be engaged with the Long Term Plan and the approach to engagement at a learning event planned for October 2019.

We will continue to use existing networks such as the Social Partnership Forum, the Lay Member and Non-Executive Community Network and evolving Primary Care Networks as we move towards the establishment of future partnership arrangements.

The communications network will continue to drive communications and engagement with staff and the public around the publication of the ICS strategic plan. Communications leads will work both across their network and within NHS organisations to ensure that this is planned and designed at local level to reflect the nature of individual ICPs and 'places' as this where the majority of ICS activity will happen.



Regionwide activity

Regionwide plans will include a road show with an ICS branded trailer visiting key sites where there is high footfall such as NHS sites and marketplaces/supermarkets. This will involve briefed teams of staff from NHS organisations in engaging with the public and wider staff around their views and ambitions for the NHS over a six week period, covering the ICS area. Communications leads are advising on locations.

Objectives include NHS visibility, listening and understanding views to gauge opinion on areas of importance such as learning disabilities, talking positively about work happening in each area, and supporting key messages around areas such as use of services and flu, and delivery of health checks. It will be fully supported by media and social media activity.

This activity is being planned and designed to reflect the nature of individual ICPs and 'places' in order to engage on local pieces of work.

In addition a public facing marketing campaign to build understanding of the changes in the NHS and create a new relationship between the NHS and the public across the North East and North Cumbria is now being developed with public health colleagues; this will bring the Long Term Plan narrative into the public domain and can support the role of staff in promoting health and wellbeing. The campaign approach is to engage with members of the public, staff and stakeholders in a dialogue.

Targeted market research and engagement to develop this, with support from Healthwatch organisation is being undertaken during September and will include:

- Online surveys – tailored for public and workforce.
- Telephone interviews – semi-structured qualitative interviews for public and workforce. Open to all areas
- Pop-up sessions - for workforce and public in health and social care workplaces and service delivery sites
- Focus Groups - for public organised and run by Healthwatch

Key messages will be:

- The North East & North Cumbria is a great place to live and work, but our health can be worse than the rest of the UK.
- We have become an Integrated Care System (ICS) to develop new ways of working between the NHS, local authorities and the voluntary sector to change health outcomes for the better.
- Now, more than ever before, health and care services need to work together to deliver the right care, at the right time and in the right place for patients.
- We want to be better at supporting people have a sense of control and resilience about their health and wellbeing



- We want you to ‘Join Our Journey’ to help shape an approach to health which is about wellness rather than just about illness. Tell us “what matters to you?”

VCSE

Engagement with the VCSE sector is ongoing, with the aspiration to develop and support a network of communities that can plug into place based systems and share messages and learning in and across communities making use of existing networks, communities and groups. Voluntary Organisations Network North East (VONNE) is commissioned as a strategic partner to facilitate engagement with the VCSE sector and communities they represent at regional level as part of the Building Health Partnerships programme and the Social Prescribing Network.

These networks will work in partnership with the Integrated Care System and provide representation within ICS governance and regional work programmes, acting as critical friends in developing approaches to explaining, engaging and involving the public in the context around Integrated Care System health and social care changes.

