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| <b>Title:</b>  | Communications and engagement update   |
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# Strategic Partnership Board

## 1. Purpose

1.1. Recognising the importance of system-wide participation and engagement in London-level activities, this paper provides an update on the proposed approach to developing a communications and engagement strategy.

## 2. Actions required by Board members

2.1. The Board is asked to:

2.1.1. **Endorse** the outlined approach and activities and note the work underway.

2.1.2. **Support** the approach to developing a London Estates Strategy Communications and Engagement Plan.

2.1.3. **Note** the rescheduling of the London Health Board Better Health for London Conference.

## 3. Partnership considerations

3.1. The Strategic Partnership Board is a key forum for partnership working across the health and care system in London, providing strategic and operational leadership and oversight for London-level activities. As such, the Board has a crucial role to play in engaging and communicating with the wider health and care system to share progress and continue to champion and build city-wide momentum for health and care transformation.

## 4. Background

4.1. London partners aim to achieve the widest and fastest improvement in the health and wellbeing of 8.6 million Londoners. Realisation of this aim requires transformation of the way that health and care services are delivered, how they are used and how far the need for them can be prevented.

4.2. The overarching shared ambition is to make London the world's healthiest city. No partner or Board can achieve this alone. Any activity undertaken by the Board must be supported by broader communications and engagement, both at Pan-London level with wider partners, and also within local and STP areas. In this way, efforts can be joined up to help make the ambition a reality.

## 5. Proposed communications and engagement approach

- 5.1. Work is progressing across all partners to determine the pan-London activities underway to deliver against the FYFV, Better Health for London recommendations, devolution commitments and other stated partnership priorities (e.g. digital, Brexit). This review aims to establish whether the London activities are effectively complementing local and sub-regional efforts and also to identify any system priorities that are not currently being delivered. It will help set the vision and priorities for the SPB. A draft will be presented to the SPB in July, following input from the Transformation Funding Oversight Group.
- 5.2. It will be important to ensure the Board's strategic priorities are championed and celebrated by the whole system. Based on the agreed strategic priorities of the Board and the partnership work-plan, a detailed Communications and Engagement Plan will follow with input from SPB members.
- 5.3. Any London-wide plan would aim to complement and support the local and sub-regional communications and engagement underway. As such, the London plan would build from more local plans, consistent with the principle of subsidiarity.
- 5.4. To effectively engage the whole of London in our transformation efforts it is important to develop a compelling political narrative that is grounded in real life stories. This aims to reinforce our key messages and ambitions for London, in a way that Londoners can identify with and understand.
- 5.5. Initial testing with key stakeholders has revealed that we can leave a lasting and powerful impression when we tell the story of health and care through the eyes of Londoners. This approach will help build trust and influence attitudes towards health and care transformation. The illustrative example below reflects this approach and could be further enhanced through an animation, a short film or use on other platforms.



## Telling the story of improved integration

### The benefits of collaboration, capacity and streamlined decision-making

Reasons for health & care services to be more joined up

72,000 Londoners are living with dementia, two thirds of whom remain at home

By 2031, there will be 40% more people over 80 years old health —the biggest users of and care services

London's growing, aging and more diverse population will put increasing pressure on the system and require more tailored responses

Long-term conditions like diabetes account for most health and care spending

The way health and care services are currently organised can mean that patients like Ravi get confused and frustrated when they need help or treatment. Londoners deserve to experience seamless care, where the people treating and caring for them have access to their health records and care plans. We want London to become a place where Ravi's story is the norm rather than the exception.



#### Ravi's story:

Ravi is 78 years old and lives with his wife Seema in Haringey. They have been married for 53 years. Ravi is from a black and minority ethnic (BME) background and was diagnosed with Parkinson's disease when he was 47. With the support of an occupational therapist he was able to stay in work for a number of years and enjoy a lengthy career. On retirement, he dedicated most of his time to his great passion: his herb garden. He has recently been diagnosed with dementia. His wife Seema, 77 is his full-time carer and although she has been mostly healthy all her life, she begins to find life increasingly challenging as his needs grow.

Ravi's condition had led him to lose some of his knowledge of English, which was his second language, and meant that Seema needed to be present at all of his appointments and therefore she had no respite. Thankfully, Haringey's health and care service leaders appointed Bruno as Ravi's Health and Care Coordinator. Bruno met with Ravi, Seema, their GP and Social Worker and they developed a care plan together which they can read and update online. It means that Ravi or Seema can call Bruno if they need any help or advice. Bruno referred Ravi to a BME advocacy service supported by the local authority and an assessment was carried out, taking into account his mental capacity and his ethnicity. As a result, he received tailored services to support both him and his wife. Ravi's care is paid for from a joint fund from health and social care and it means that his carers can make wise decisions about how the money is spent so that he gets the greatest benefit. It also means that Bruno can call on other community services to make life better for the couple. As a result, their home is dementia friendly and Seema can relax a bit more. Bruno also organised for a volunteer from a local charity to spend an hour a week with Ravi at a local allotment so that he can enjoy gardening whilst Seema also gets a break.

**So, what has changed?** Fewer visits to A&E, no unnecessary time spent in hospital, Ravi and Seema less frustrated about having to repeat their story at each appointment, social prescribing provides respite, joint funding makes planning care easier, Ravi and Seema continue to live together at home.

Achieving our ambitions and improving health and care for Londoners to make London the world's healthiest global city



London is a place that enables health and wellbeing

Londoners shape their health and care services

Londoners are supported to manage their health and care

Londoners have more choice and availability of services, particularly in the community

Londoners experience unified health and care

Quality of health and care is high across London

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**For discussion:** The Board is asked to reflect on how the London communications and engagement plan can best support more local efforts. The Board is asked to endorse the outlined approach and activities and note the work underway.

## 6. Targeted communications

6.1. Targeted approaches will be required for specific publications or events. In the coming months, the publication of the London Estates Strategy and the public London Health Board conference are likely to require tailored communications and engagement.

### 6.2. London Estates Strategy

6.2.1. To support the publication of the London Estates Strategy, a detailed Communications and Engagement Plan is in development to ensure engagement across the London system and beyond. It will be crucial to ensure system-wide input into the development of the strategy to enable endorsement of the final published document.

6.2.2. This will outline timescales, key messages, potential risks, proactive stakeholder engagement and lines to take.

**For discussion:** Does the Board support the approach to developing a London Estates Strategy Communications and Engagement Plan? Do STPs require any support in engaging with local and sub-regional partners?

### 6.3. London Health Board Conference

6.3.1. The Board is asked to note that the London Health Board *Better Health for London* Conference has now been rescheduled from June 27<sup>th</sup> to October. Further updates and information regarding the conference will be brought back to the SPB.

### 6.4. Patient and Public Engagement and Involvement

6.4.1. It is important to involve and engage Londoners in all transformation activities to help ensure our vision for health and care services in the capital is reflective of what citizens want of their health and care system. The London approach would build from local engagement plans and activities.

6.4.2. Work is currently underway to explore the best and most efficient ways of involving Londoners in the work of SPB going forward. An options paper will be brought back to a future SPB meeting to agree next steps for engaging citizens in London level transformation activities.

## 7. Overview of communication channels available

7.1. A variety of communication channels are available to the Board. These are summarised below:

| CHANNEL                      | FREQUENCY/ UPDATED                  | ACTIVITY  | AUDIENCE  |
|------------------------------|-------------------------------------|---|---|
| SPB round-up from the Chairs | Bi-monthly (After each SPB meeting) | <p>Round up of key decisions, developments from the meeting alongside minutes and link to papers.</p> <p>Included in Healthy London Partnership eNews and sent directly to all London partner and STP communication leads for inclusion in respective channels/updates/publications/newsletters</p> <p>Published on HLP website</p> | All partners, wider London health and care system |

| CHANNEL                             | FREQUENCY/ UPDATED      | ACTIVITY  | AUDIENCE   |
|-------------------------------------|-------------------------|---|--|
| Website                             | As required             | Hosted on Healthy London Partnership website: <a href="http://www.healthylondon.org">www.healthylondon.org</a><br><br>Board Papers, membership updates, news, events, blogs and publications added as required.<br><br>Portal for sharing best practice, research, data, evaluation, toolkits, etc. | Targeted at all professional stakeholder groups  |
| Partner bulletins                   | Bi-monthly              | Updates sent to communication teams for partner-owned bulletins and other communications channels.  | Local authorities (CEs, ADASS, DCS, DsPH), CCGs (Chairs, Cos, CFOs), STPs (SROs and programme leads), NHSE London, NHSI London, providers (CEs, CFOs), GPs, HEE, PHE, GLA, CQC |
| Face to face                        | Considered upon request | London Health Board<br>Governing body meetings<br>STP board meetings<br>CELC<br>London Assembly<br>ADASS<br>DPH<br>Healthwatch<br>Institute of Public Policy Research (IPPR),<br>Policy Forum, Kings Fund, NHS Confederation etc.   | Political leaders, wider health and care system leaders, patients and the public   |
| Better Health for London Conference | Annually                | Showcase London-wide transformation and promote achievements of SPB and sub-boards (LEB, Prevention Board, Workforce Board, Digital Board), local and sub-regional achievements and activities  | Politicians, health and care system leaders, charities, media, public, businesses, wider public services   |
| Blogs & Thought leadership          | At key milestones       | Members of the Board supported to submit articles and thought leadership pieces to journals etc.<br><br>Spread and share learning and achievements from London, set the agenda for the future.  | Health and care system<br>Think tanks, media, influencers, academics, researchers, evaluators  |
| Press release                       | At key milestones       | For example: Launch of LEB Strategy & Capital plan, Launch of Digital strategy, Action on tackling obesity, Launch of borough-led, London-wide illegal tobacco & counterfeit alcohol enforcement<br>Workforce: Trailblazing funding / Brexit plan   | Londoners<br>All stakeholders including national and international (where London leads the way)  |

## 8. Next steps

- 8.1. The Board is asked to note the work underway to develop a robust communications and engagement plan which will complement the vision and priorities of the Board.
- 8.2. The Board is asked to reflect on how the London communications and engagement plan can best support more local efforts and to endorse the outlined approach and activities.
- 8.3. The Board is asked to support the approach to developing a London Estates Strategy Communications and Engagement Plan. STPs are asked if they require any support in engaging with local and sub-regional partners.
- 8.4. The Board is asked to note that an options paper for involving and engaging Londoners in the work of the Board will be brought to a future meeting.