

Paper 13 – PHR Communications and Engagement Update

Public Health Reform Programme Board – 20th April 2018

Purpose

1. To update the programme board on progress in implementing the public health reform communications and engagement strategy and for the programme board to note planned communications and engagement activity to support the reform programme, in particular the launch of Scotland's public health priorities in spring 2018.

Background

2. Involving stakeholders meaningfully will be critical to the successful achievement of our aspirations for public health reform. Effective communication and engagement will help to build ownership, support and a strong foundation for public health reform.
- 3 It is important that communication and engagement is appropriate and supported by those partners best placed to lead engagement at a national and local level and where possible, builds on existing engagement structures.
4. To support delivery of the reform programme objectives, the programme team developed a detailed draft communications and engagement strategy. The draft strategy was fully aligned with the Health and Social Care Delivery Plan communications strategy and consistent with the Christie Commission of the Future Delivery of Public Services narrative on reform, in particular the programmes ambitions for a whole system approach to improve the public's health and empowered communities.
- 5 At the oversight board meeting on the 25th January 2018, the draft communications and engagement strategy was tabled for approval and agreement. Specifically, the oversight board was asked to:
 - Endorse our approach to supporting communications and engagement activity nationally and locally and supporting overarching messages.
 - Provide comment and advice on the strategies communications and engagement objectives and supporting key messages.
6. The communications and engagement strategy was approved, subject to incorporating feedback from the oversight board and further engagement with stakeholders, to deliver the following objectives:
 - Communicate a compelling vision for public health reform building awareness, commitment and support
 - Demonstrate the positive impact of reform, presenting a viable vision of where we have the potential to improve current delivery and innovate to achieve our reform programme objectives and improve health outcomes
 - Engage effectively with our stakeholders, encouraging and facilitating two way communication to influence reform and support for the programme objectives; and

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- Support those who have a role to play in achieving the reform programme objectives to communicate and engage effectively with partners, stakeholders, staff and the public.
7. The communications and engagement strategy established an indicative timeline of activity to support the objectives outlined above. This paper provides the programme board with an update on progress in implementing the communications and engagement strategy objectives and supporting activity.

Progress

8. Since the oversight board in January, the programme team has made good progress against the key activities set out in the communication and engagement strategy (see Appendix A) and developed a number of communication assets to support ongoing activity consistent with those detailed in the strategy (see Appendix B). This includes the highlights summarised below.

Website

9. In March 2018 the programme team secured support and capacity from NHS Health Scotland to develop a public health reform website (www.publichealthreform.scot). The programme team has been working with the digital content and design team from NHS Health Scotland throughout March to develop and design the website content, consistent with our communications and engagement strategy and key messages.
10. The website will provide an important mechanism for stakeholders to engage with the reform programme and will include updates on the work of the oversight board and programme board, including access to papers. The public health reform website will go live week commencing 16th April 2018.
11. The launch of the website will also enable the reform programmes social media account (@phrscot) to be utilised proactively to broaden our reach and drive users to our digital content.

Branding and Identity

12. Working with National Services Scotland communication and marketing colleagues, the reform programme has developed a brand identity to support all our communications activity to ensure a consistent look and feel to all of the reform programmes communication. This includes the development of templates for briefings and presentations and the programmes digital content as outlined above.

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Social Media

13. Following agreement on the reform programmes overarching vision at the programme board meeting on the 29th March, work has commenced with National Education Scotland (NES) to develop a series of digital assets to support communication and engagement around our vision and supporting narrative. This will include digital animation covering our vision for reform and key aspects of our reform programme whole system working, data and intelligence, community empowerment and sustainable public services. These will be incorporated into presentations, digital platforms and communication material. All of these will be made available to stakeholders through the reform programme website.
14. These assets will be developed in addition to specific materials currently being progressed to support the launch of Scotland's public health priorities in spring 2018.

Staff Engagement

15. The programme team has established a monthly communications and engagement meetings with communication leads from NHS Health Scotland and National Services Scotland to support internal communication with staff and ensure consistency of messages to both organisations. As part of this process, the programme team has committed to produce bi-monthly staff briefings on the reform programme. The first briefing was issued in March 2018 with the next briefing scheduled for May 2018.
16. Staff engagement is an integral part of the programme delivery and has been incorporated as a requirement in the reform programme commissions. The programme team will work with the commission leads to support this engagement as the programme progresses.

Stakeholder Engagement

17. The programme team issued a stakeholder briefing in March 2018 on the reform programme through partners established networks along with a supplementary update on the priorities programme. A further briefing will be issued in May 2018. As part of the programmes communications and engagement strategy, a detailed stakeholder map was developed. The programme team, through the co-directors, has made good progress in engaging with identified stakeholders.
18. The most significant engagement has been supporting the development of Scotland's public health priorities, which in addition to the regional stakeholder events has also included a programme of one to one engagement, meetings and events, including with staff from NHS Health Scotland and National Services Scotland.
19. Stakeholder communication and engagement is an integral part of the programme delivery and has been incorporated as a requirement in the reform programme commissions. The programme team will work with the commission leads to co-ordinate and support this engagement as the programme progresses. The programme board is asked to:

Note progress in implementing our communications and engagement strategy and provide further advice and comment on progress

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Future Activity

20. The focus of communications and engagement over the coming months will be continuing to implement the communications strategy and supporting activities, in particular in co-ordinating activity to support the publication of Scotland's public health priorities. Work is ongoing with communication leads in Scottish Government to co-ordinate and plan proactive media and digital content in support of the priorities.
21. Our approach to communications and engagement on the public health priorities will focus on the collaborative approach to developing the priorities and further building consensus and support for priorities to maintain momentum across the whole system.
22. We continue to build strategic partnerships to support our ongoing communications and engagement activity in relation to the reform programme, this includes NHS Scotland Strategic Communications Group, Health and Social Care delivery.
23. Working with the Improvement Service to utilise the knowledge hub and wider public sector communications networks to more effectively support communications and engagement activity to support reform. This will be a continuing focus for the programme, in particular relation to the public health priorities launch and co-ordinating related communications activity. The programme board is asked to:

Note the planned next steps in implementing our communications and engagement strategy, in particular, the focus of our activity being in support of Scotland's public health priorities,

Provide advice and comment to inform our communications and engagement activity to support the successful launch of the public health priorities.

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Appendix A:



Activity	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Communications Strategy	Dark Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue
Website	Light Blue	Dark Blue	Dark Blue	Red	Red	Red	Red	Red	Green						
Social Media	Light Blue	Dark Blue	Dark Blue	Red	Red	Red	Red	Red	Green						
Ministerial Briefing	Dark Blue	Light Blue	Red	Yellow	Light Blue	Light Blue	Green	Light Blue	Light Blue	Green	Light Blue	Light Blue	Green	Light Blue	Green
Stakeholder Briefings	Yellow	Dark Blue	Yellow	Red	Yellow	Yellow	Red	Yellow	Yellow	Yellow	Green	Yellow	Yellow	Yellow	Yellow
Proactive media	Light Blue	Light Blue	Red	Red	Red	Red	Red	Light Blue	Green						
Engagement guidance	Light Blue	Dark Blue	Dark Blue	Red	Red	Light Blue	Light Blue	Light Blue	Green	Green	Light Blue				
Key Messages	Dark Blue	Light Blue	Light Blue	Red	Light Blue	Light Blue	Green	Light Blue	Light Blue	Green	Light Blue	Light Blue	Green	Light Blue	Green
Priorities Engagement	Red	Red	Red	Red	Light Blue										
Priorities Launch	Light Blue	Light Blue	Red	Red	Red	Light Blue									
Staff Briefings	Dark Blue	Light Blue	Red	Light Blue	Green	Green	Green								
FAQs	Yellow	Green	Yellow	Yellow	Yellow	Green	Yellow	Yellow	Yellow	Green	Yellow	Yellow	Yellow	Green	Yellow
Meetings and Events	Dark Blue	Dark Blue	Dark Blue	Red	Red	Red	Red	Red	Green						
Stakeholder engagement	Dark Blue	Dark Blue	Dark Blue	Red	Red	Red	Red	Red	Green						
Digital/ Media Assets	Light Blue	Dark Blue	Dark Blue	Red	Red	Red	Light Blue	Light Blue	Green	Green	Green	Light Blue	Light Blue	Light Blue	Light Blue

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New body branding																	
New body Launch																	

Appendix B

	Activity	
	National	Local
Materials and Assets	Visuals and animations	Local Engagement Guidance
	Key messages	
	FAQ's	
	Future Vision and Impact case studies	
	Core presentation (modular for tailoring)	
	Website	
	Social Media	
	Ongoing campaign on reform, public health priorities and establishment of public health body, highlighting Scotland Health challenges	
Engagement	National Groups and stakeholders (see Stakeholder analysis)	Engagement and discussion with communities on local public health priorities
	Public	Engagement and discussion with communities on local impact of reform/ delivery model
	Workforce	Engage in planning of reform, approach and impact
Existing Channels	National forums, events, meetings and groups	Local forums, events, meetings and groups

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	Scottish Government website (H&SC pages) and selective use of SG health social media	
	COSLA website and selective use of COSLA social media	Local Authority websites and social media
	NHS Board websites and social media	Relevant NHS Board websites and social media
	HSCP websites and social media	Relevant HSCP websites and social media
	Stakeholder websites and Social media	Relevant Stakeholder websites and Social media
New Channels to be considered	Public Health Reform Website	Facilitated local discussion
	Public Health Reform Social Media	