

Paper 14 – Communications and Engagement update June 2018
Public Health Reform Programme Board – 26th June 2018



Purpose

1. This paper provides an update on the public health reform communications and engagement strategy, specifically on the launch of Scotland's public health priorities on 14 June 2018.
2. **The programme board is asked to note progress and update on the public health priorities launch.**

Progress

3. Since the April programme board, we have made good progress against the key activities set out in the strategy (see Appendix A and B).

Public Health Priorities Launch

4. The key milestone set out in the strategy was the launch of the priorities. In partnership with Scottish Government Communications, the outcomes for the launch were identified as:
 - Launch Scotland's public health priorities as focus for concerted action across the public, private sector, third sector and communities to improve the public's health
 - Reinforce the collaborative approach to developing Scotland's public health priorities, reflecting our commitment to a whole system approach to improving the public's health
 - Demonstrate Scottish Government and COSLA commitment to improving the public's health providing clear link to reform narrative, including Scottish Government strategies and establishment of new public health body
 - Reinforce the interdependency of Scotland's public health priorities and act as a call to action for partners across the public, private sector, third sector and communities to take collaborative action to address Scotland's public health priorities
5. In delivering the outcomes above, the key message from the launch was consistent with our strategy, reinforcing the need to work as a whole system, working with and empowering communities. This was reflected in the media release and supporting statements from the Minister for Public Health and Sport and the COSLA spokesperson for health and social care,

6. The launch venue, the Ripple, was identified to reflect and underpin the key messages above as an example of communities and public services working together to improve health.
7. The main communication channel planned for the launch was Social media. Scottish Government communications, produced a social media plan including organisations who had endorsed the priorities, rather in full or in principle (see Appendix C). This was shared with partners in advance of the launch with accompanying infographics, messages consistent with the priorities and incorporating the reform programmes vision of a Scotland where everybody thrives.
8. This was co-ordinated with planned social media on Scottish Government channels covering Economy, Fairer, Health and Education along with COSLA. All social media was intended to drive users to the reform website.
9. In addition to social media, a news release with supporting statements from Scottish Government and COSLA was issued by Scottish Government communications for the launch.

Impact and reach

10. The launch event was attended by the Minister for Public Health and Sport and COSLA spokesperson on health and social care. Social media activity and publication of the priorities was co-ordinated with the launch event.
11. The launch generated 12,500 impressions (views) on the day of the launch and over 16,000 impressions between the 14th – 18th June. The strategy of co-ordinating social media activity with Scottish Government and endorsing partners extended reach beyond traditional public health audiences, including public and third sector partners, across all the priority areas. A summary of social media activity to support the launch can be viewed [here](#).
13. The launch was intended to be a social media led event, as it was unlikely to secure significant media interest. The launch met our intended outcomes and the focus will be building on this momentum over the coming weeks and months, In particular working with existing and partners who have endorsed the priorities in line with the messages deployed as part of the launch, including our vision for a Scotland where everybody thrives.
14. The audience reached was beyond the traditional public health audience who would normally engage with the subject. Key to this was co-ordinating social media activity with partners, this will be important as we build on the momentum generated from the launch to support wider reform and work on the whole system.

15. It is also important to note that in In the priorities document and subsequent communications a key supporting message continues to be that the priorities do not reflect all of the activities and efforts that contribute to the health of the population in Scotland, in particular, the contribution of health protection and healthcare public health and the focus of building upon and strengthening these aspects as part of our wider reform programme. This has included targeted engagement with the relevant professional groups and bodies in advance of the priorities being launched.

Website

16. The reform website (www.publichealthreform.scot). The website has been updated to reflect the publication of the priorities and to enable partners to publically support and endorse the priorities. A blog function is being incorporated.

Staff Engagement

17. The programme team continues to meet communications and engagement leads from NHS Health Scotland and National Services Scotland to support internal communication with staff and ensure consistency of messages. A dedicated sharepoint has been developed for communication leads and both organisations are proactively engaging staff regularly. A further staff briefing is planned for July.

Stakeholder Engagement

18. A stakeholder briefing was issued in May through our partners established networks and online. A further briefing is planned for July. Using our agreed stakeholder map, we are making good progress in engaging with the programmes identified stakeholders.

Events

19. The reform programme directors have had a significant presence at a number of events in May and June as outlined in the May update. The focus of our engagement activity in June has been in planning events targeted at local government; these are:

- Local Government and Reform Event (in partnership with SOLACE, COSLA and Improvement Service)
- West of Scotland Elected members development session in partnership with the Improvement Service

20. The above events are the first significant engagement with the wider local government family on reform and an opportunity to extend our reach into local government. The local government and reform event being delivered in partnership with SOLACE, COSLA and the Improvement Service

includes keynote speeches from the Minister for Public Health and Sport, COSLA spokesperson on Health and Social Care and COSLA Chief Executive.

21. Collectively, this provides a powerful message, underpinning the importance of public health reform for local government and provides a strong platform to strengthen our engagement moving forward, including closer collaboration with local government communications leads.

Knowledge hub

22. As part of the local government event, working with the improvement service, the Knowledge hub is being used for delegates as a potential collaboration space.
23. Previous discussions at the programme board has identified the value of providing a space for commissions to share progress and information, this included a potential space on the website. The website is the public facing online platform for the reform programme overall, and wouldn't be an appropriate platform for this task.
24. The knowledge hub can provide this functionality in a more controlled and managed collaboration space, supporting communications and engagement within and between commissions. Building on learning from the event, it is proposed to work with the improvement service to develop the knowledge hub as a collaboration space for the commissions.

The programme board are asked to note:

- **The launch of Scotland's public health priorities and next steps.**
- **The proposal to develop a collaboration space for commissions**

Appendix A



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



Appendix B: National and Local Activity

	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's 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
	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	

Appendix C

NHS Ayrshire and Arran	Scottish Directors of Public Health	Food Standards Scotland
NHS Lanarkshire	Scottish Health Promotion Managers	Academy of Medical Royal Colleges and Faculties in Scotland
NHS Orkney	Glasgow Centre for Population Health	Royal College of Physicians of Edinburgh
NHS Shetland	Scottish Funding Council	Royal Environmental Health Institute for Scotland
NHS Borders	sportscotland	Royal Town Planning Institute
NHS Grampian	Skills Development Scotland	
NHS Highland	Scottish Natural Heritage	Scottish Council for Voluntary Organisations
NHS Forth Valley	Loch Lomond and Trossachs National Park	Voluntary Health Scotland
NHS Tayside	Cairngorms National Park	Scottish Community Development Centre
NHS Greater Glasgow and Clyde	Central Scotland Green Network	Health and Social Care Alliance
NHS Dumfries and Galloway	Historic Environment Scotland	SAMH
NHS Lothian	Highlands and Islands Enterprise	ASH Scotland
NHS Fife	Visit Scotland	Cancer Research UK
Healthcare Improvement Scotland	Community Justice Scotland	Scottish Drugs Forum
The State Hospitals Board for Scotland	Scottish Prison Service	SHAAP

The Scottish Ambulance Service	Scottish Canals	The Golden Jubilee
NHS National Services Scotland	Scottish Land Commission	NHS Education for Scotland
NHS Health Scotland	Transport Scotland	Scottish Association of Medical Directors
Scottish Executive Nurse Directors Group		