

Paper 4 – PHR UDI Deliverable 3 Engagement Approach Draft

Public Health Reform Programme Board – 23rd July 2018

Underpinning Data and Intelligence Commission

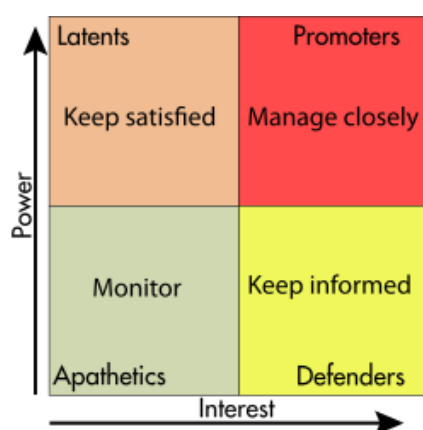
Deliverable 3: Draft of approach to customer engagement, including stakeholder mapping

As part of the process of public health reform, and creating Public Health Scotland, it is important to understand the needs of the users of our outputs, understand how to best make an impact on public health outcomes and priorities, how best to meet the needs of our sponsors and funders, and how to fit into the busy environment of organisations to ensure that our contribution is valued and does not duplicate the work of others.

To do this we have defined our ‘stakeholders’ from an “underpinning data & intelligence” perspective - that is, the range of individuals and organisations who have an interest in this agenda – and what each of their interests are and how much weight we should put on each of their views. The stakeholder analyses had informed how we will involve others in helping us with the reform process. The stakeholders in relation to ‘data and intelligence’ are very similar to those for public health reform overall, but there are specific stakeholders that we wish to interact with that may be less important to the overall process.

We have used the Mitchell and Agle approach to classifying stakeholders using two dimensions: power and interest (Figure 1), but with an additional component around need. We have also identified agencies working in the same arena (e.g. Healthcare Improvement Scotland, Glasgow Centre for Population Health, Scottish Government Analytical Service Divisions) and have a workstream (titled “Wider relevant workforce”) which will enable boundaries and relationships to be explored and articulated.

Figure 1 – The Mitchell and Agle stakeholder classification



Our stakeholder list is in appendix 1. The key stakeholders for the “Underpinning Data & Intelligence” commission are listed under group 1 “Manage closely”. From this list we have identified some stakeholders with whom we are undertaking early fact finding engagement during July and August (see those highlighted in yellow in the appendix). From this group we want to understand their viewpoint to inform our options appraisal to inform our thinking to support delivery 5 (defining the future state).

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Small stakeholder engagement events will also occur between now and mid-September to aid development of the seven workstreams we have established to take forward key aspects of deliverables 4 and 5.

Subsequent stakeholder engagement will be planned in line with the other commissions and will occur after development of our options appraisal (October onwards).

As per timetable, we will submit detailed proposals for this wider stakeholder engagement by end August 2018 – this will include staff engagement around the options appraisals and joint engagements with other commissions / reform team.

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Appendix 1: Stakeholder mapping and draft engagement plans

Group 1
:Manage
Closely

(1a) We want to understand reactions - influence

Stakeholder	Representing	What we need from them	Method of engagement
Analytical Service Divisions within Scottish Government (including Health, Justice, Education)	Scottish Government	Understanding of data and intelligence requirements Advocacy Delivery Narrative on impact on policy area(s) Co-ordination between ASDs and Public Health Scotland to understand how they can support each other and avoid duplication of effort	Early engagement during July and August planned + through "Wider relevant workforce" workstream
National Services Scotland Board and NHS Health Scotland Board	NHS Health Scotland, National Services Scotland Board and NHS Health Scotland Board	Endorsement of direction of travel Leadership Consistent Messaging	TBC
National Information Leads (Boards)	NHS Boards	Understanding of data and intelligence requirements and how NHS Board information departments support public health both nationally and locally.	Early engagement during July and August planned
Police / Partners	Community Planning	Understanding of data and intelligence requirements Advocacy Local leadership Delivery Engagement with partnership and local communities	Early engagement during July and August planned
Community Planning Partnerships			
Community Planning Managers Network			
NHS Health Scotland	Staff Engagement	Engagement	TBC
National Services Scotland			
Employee Directors			
Public Health Workforce			

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(1b) We want to understand their needs			
Stakeholder	Representing	What we need from them	Method of engagement
Improvement Service	Local Government	Advocacy Leadership Co-ordination across policy areas Consistent Messaging Engagement with Key Stakeholders to understand their data and intelligence requirements	Early Engagement planned for July/August + through "Wider relevant workforce" workstream
Scottish Government Policy leads	Scottish Government	Co-ordination across policy areas Advocacy Delivery Leadership Narrative on impact on policy area(s) Engagement Case Studies	TBC
Local Government Digital Office	Local Government	Advocacy Leadership	Early engagement during July and August planned
Digital Strategy team	Scottish Government	Specific engagement on work to establish the new digital agency and how this will interact with Public Health Scotland	Early engagement during July and August planned
Health and Social Care Partnership Chief Officers	Health and Social Care Partnerships	Advocacy Leadership Delivery Co-ordination across policy areas Consistent Messaging	TBC
SOLACE/ Local Authority Chief Executives	Local Government	Advocacy Leadership Co-ordination across policy areas Consistent Messaging Engagement Understanding their data and intelligence requirements	Early engagement during July and August planned
Healthcare Improvement Scotland		Co-ordination between HIS and Public Health Scotland to understand how the two bodies can support each other and	Early engagement during July and August planned + Through "Wider relevant workforce"

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		avoid duplication of effort	workstream
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(1b) We want to understand their needs - continued			
Stakeholder	Representing	What we need from them	Method of engagement
Scottish Council for Voluntary Organisations	Public / Third sector	Understanding Case for Change Endorsement of direction of travel Engagement with members Innovation Consistent messaging Understanding their data and intelligence requirements	TBC
Voluntary Action Scotland			
Scottish Community			
Development Centre			
Health and Social Care Alliance			
Scottish Directors of Public Health	Public Health	Advocacy Leadership Delivery Co-ordination across policy areas Engagement	TBC
Academic Public Health	Public Health	Endorsement on direction of travel Learning from UK public Health systems Engagement	In collaboration with the research commission
Public	Public Health	Understanding Case for Change Endorsement of direction of travel Engagement Ownership	Through PHR team activities
Glasgow Centre for Population Health (GCPH)	Public Health	Endorsement Advocacy Delivery Engagement Innovation Co-ordination between GCPH and Public Health Scotland to understand how the two bodies can support each other and avoid duplication of effort	Through "Wider relevant workforce" workstream
Chartered Institute for Housing	Professional Bodies		TBC
Scottish Federation of Housing Associations			

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Group 2: Keep satisfied			
Stakeholder	Representing	What we need from them	Method of engagement
Deputy Directors, Agency sponsor, currently Gareth Brown for NHSHS, Christine McLaughlin for NSS	Scottish Government	Co-ordination across policy areas Advocacy Delivery	TBC
COSLA H&SC executive lead	Local Government	Endorsement Advocacy Leadership	TBC
NHS Scotland Chief Executives	NHS Scotland / Territorial Boards	Advocacy Delivery Leadership	Through PHR team
Faculty of Public Health (Scotland)	Public Health	Endorsement on direction of travel Advocacy	Through members
Scottish Health Promotion Managers	Public Health	Advocacy Leadership Delivery Co-ordination across policy areas Consistent Messaging Engagement	TBC

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Group 3: Monitor			
Stakeholder	Representing	What we need from them	Method of engagement
CoSLA Health and Social Care Committee	Local Government	Endorsement Advocacy Leadership	TBC
Health and Sport Committee	Scottish Parliament	Endorsement of direction of travel	TBC
MSPs		Understanding of the need for change Endorsement Advocacy	TBC
Scottish Collaboration for Public Health Research and Policy	Public Health	Endorsement on direction of travel Learning from UK public Health systems Engagement	TBC
Academic Public Health		Endorsement on direction of travel Leadership Advocacy Engagement with network innovation	TBC
Poverty and Inequality Commission	Scottish Government	Endorsement Advocacy Leadership Spokesperson	TBC

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Group 4: Keep Informed			
Stakeholder	Representing	What we need from them	Method of engagement
NHS Scotland Nursing Directors	NHS Scotland	Delivery Leadership	TBC
Integration Joint Boards Chairs	Health and Social Care Partnerships	Advocacy Leadership	TBC
Public Health England	Public Health	Endorsement of direction of travel Learning from reform Engagement	Through "learning" workstream
British Medical Association	Professional Bodies	Understanding Case for Change Endorsement of direction of travel Engagement with members Consistent messaging	TBC
Royal College of Nursing Scotland			TBC
Royal Environmental Health Institute for Scotland			TBC
Society of Chief Officers of Environmental Health in Scotland (SoCOEHS)			TBC
Food Standards Scotland	Regulatory Bodies	Understanding Case for Change Endorsement of direction of travel Engagement Narrative on policy area	TBC
Scottish Environmental Protection Agency			TBC
NHS Scotland Board Chairs	NHS Scotland	Advocacy Delivery Leadership	Through PHR team
NHS Scotland Medical Directors		Delivery Leadership	
NHS Scotland Planning Directors		Delivery Leadership	