Paper 5 - Communications and Engagement Update - October 2018

Public Health Reform Programme Board

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 activity.

Commissions

2.   The commissions are making good progress in identifying and engaging with key stakeholders. However, there continues to be a need for ongoing support to enable effective co-ordination and collaboration across the commissions. The programme team has established   a dedicated communications and engagement portal on the knowledge hub to support commissions.

3.   The hub includes stakeholder briefings a communications and engagement tracker, stakeholder lists, presentations and communication materials for commissions to access and use to support their work. As the programme develops, this hub will be regularly updated and developed to make the assets available to partners, including Local Government and Community Planning.

4.   A number of commissions are increasingly focussed on opportunities to engage with staff. This was a key theme from the workshop session with commissions leads on the 11th October. In addition to commissions looking to engage staff, there is also an increasing requirement for specific projects to engage staff. There is a risk that as the programme progresses, engagement with staff could be unfocussed and fragmented.

5.   The project team is working with communication, HR and OD teams from respective organisations to establish a more formalised structure to provide increased oversight and support across the scope of the programme to support staff engagement. This approach is already identifying opportunities to more effectively co-ordinate activity across both organisations with planned events in November on culture and values for Public Health Scotland being developed to include an opportunity for commissions to engage directly with staff. Details of these events will be communicated to staff in October.

Whole System Working

6.   A key focus of communications and engagement activity in October and November continues to be planning and delivering stakeholder events to engage key partners in developing work on a whole systems approach to the public health priorities. The first of these events was held on the 10th October in Edinburgh. The event brought together stakeholders form Local Government, health and social care, NHS, Scottish Government and the third sector, focussed on the following outcomes:

- Identifying and agreeing areas for improvement in whole system working on Scotland's public health priorities over the next five years.
- Identifying and agreeing current challenges to whole system working, effective collaboration and to improving the public's health.
- Agreeing a process for prioritising resources and areas of focus to support innovation and tests of change to drive improvement in whole system working and health outcomes

7. A virtual event and additional engagement sessions are planned in Glasgow and North Scotland in November and December. The outputs from these events will be used to inform the work being developed by the Whole Systems Steering Group.

8. In addition, to the above, the programme team has been working with the third and community sector organisations involved in the programme to identify opportunities to support engagement and collaboration. This include a third sector event on the 14th November co-hosted by SCVO and building on the work VHS, SCDC/ CHEX and others have provided to the programme to date. The event will focus on the following outcomes:

- Increasing awareness and knowledge of public health reform specifically relating to Public Health Scotland, Scotland's public health priorities and whole system working.
- Agreeing a shared vision and ambition with the third sector for public health reform as part of a whole system approach to improving health and wellbeing; and
- Agreeing a strategic approach and associated milestones to engaging the third sector in achieving this shared vision and ambition.

9. The outputs from the event will inform future engagement with the sector as whole system work progresses. An emerging theme from engagement to date is the commitment from stakeholders to support the whole system programme and priorities.

10. This includes requests to hold sector specific engagement events and specific development sessions with partners form local government, community planning and NHS boards to incorporate strategic planning processes.

Strategic Engagement

11. The programme team continues to make good progress in engaging with key stakeholders with the Executive Delivery Group Co-Directors proactively engaging with senior leaders in Local Government, Community Planning, NHS, Health and Social Care and public health.

12. Working with the Improvement Service, a further 2 Local Government elected member development sessions on the reform programme are planned. The reform programme will also have a significant presence at the Faculty of

Public Health conference on the 1st and 2nd November to support engagement with delegates on the reform programme.

Digital

13.   A key communication channel for the reform programme is online via the programme website and social media channels. In addition to static content, the programme has introduced blog posts form the programme team and guest blogs on the national performance framework in October and findings from the Scottish Health Survey and links to reform in November.

14.   Although traffic is increasing, currently content management and design is supported via a third party and improvements and content development is subject to capacity to support the team, The Programme Board has previously noted their ambition that online content continuously develops to support engagement.

15..   The programme team has secured a 1 WTE Digital Content Designer for the programme to lead the development and delivery of content across the programmes digital platforms including website and social media and developing the potential of the Knowledge Hub platform to support communication and engagement.

Conclusion

16.   The Programme Board is invited to note progress in implementing our communications and engagement strategy.