

People and Communities: Our Approach to Engagement

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- The Board has received Joined Up Care Derbyshire's (JUCD) strategic approach to engaging with People and Communities.
- This approach builds on the existing JUCD Communications and Engagement Strategy, responds to nationally-stated principles for engaging with local people and communities and is the product of collaboration among JUCD partners.
- The strategic approach has been submitted in its current iteration as part of the establishment of the Derby and Derbyshire Integrated Care Board.
- The strategic approach is an evolving document.
- It continues to be developed through discussion with local stakeholders and will exist as a 'live' document.
- The presentation to Board will highlight a handful of the slides for discussion.

Our Integrated Care System (ICS)

- This way of working isn't new.
- JUCD is the Derby and Derbyshire health and social care partnership for adults and children.
- Our priority is to make improvements to the Derby & Derbyshire populations' life expectancy and healthy life expectancy levels in comparison to other parts of the country, and reduce the health inequalities that are driving these differences.
- We will work together even more closely across health and care services, to make sure local people are living well
- We want to involve local people more in understanding their priorities and needs, and for them to help us shape the services and support available

Our Ambition

- ❖ To embed our work with people and communities at the heart of planning, priority setting and decision-making to drive system transformation work, ensuring the voices of patients, service users, communities and staff are sought out, listened to, and utilised resulting in better health and care outcomes for our population.
- ❖ To recognise that relationship building is important to increase trust and improve involvement and needs to be considered on a planned, systematic, and continuous basis, with the required investment of time.
- ❖ To ensure our continuous engagement that reflects this new relationship with the public, capitalises on those emotional connections and brings people and communities into the discussion rather than talks to them about the decision.

Our Principles

Underpinning effective engagement with People and Communities

These principles are mapped against various frameworks through this strategy

(Page 5)

1.

Put the voices of people and communities at the centre of decision-making and governance, at every level of the ICS

2.

Start engagement early when developing plans and feed back to people and communities how their engagement has influenced activities and decisions

3.

Understand your community's needs, experience and aspirations for health and care, using engagement to find out if change is having the desired effect

4.

Build relationships with excluded groups, especially those affected by inequalities

5.

Work with Healthwatch and the voluntary, community and social enterprise (VCSE) sector as key partners

6.

Provide clear and accessible public information about vision, plans and progress, to build understanding and trust

7.

Use community development approaches that empower people and communities, making connections to social action

8.

Use co-production, insight, and engagement to achieve accountable health and care services

9.

Co-produce and redesign services and tackle system priorities in partnership with people and communities

10.

Learn from what works and build on the assets of all ICS partners – networks, relationships, activity in local places

System Wide Approach to Engagement

One Derby & Derbyshire Population

(Page 6)

To support this approach we have developed a number of different frameworks, with the express aim of:

- ❖ Collecting, understanding and acting on insight within the system.
- ❖ Promoting buy in from system partners to use insight in decision making.
- ❖ Reducing over-surveying and consultation fatigue of local residents.
- ❖ Supporting collaboration between organisations around gathering insight.
- ❖ Moving away from seeing residents as patients, service users, or communities, depending on which organisational perspective you hold, and see them as people who need to be put at the heart of decision making across the system, as despite having multiple public sector partners, we have **one Derby and Derbyshire population**.
- ❖ Support the use of a variety of methods for gathering insight, moving from an over reliance on surveys to methods that nurture and use existing relationships.

Our Frameworks

Driving effective engagement with people and communities

(Page 7)

In order to ensure a systematic approach, our engagement with people and communities is supported by several frameworks. These frameworks are in different stages of development and co-production with system partners.

Governance Framework	This framework is absolutely critical to the success of all our frameworks providing the necessary interface between people and communities and the ICS, allowing insight to feed into the system, to influence decision making.
Insight Framework	The Insight Framework looks at how we identify and make better use of insight that is already available in local communities to inform the work of the ICS. All components of this framework have been, or are currently being co-produced with a wide range of system partners, through the System Insight Group, and VCSE Alliance.
Engagement Framework	This is the most developed of our frameworks and outlines a range of methods and tools available to all our system partners to support involvement of people and communities in transformational work.
Co-production Framework	This framework will embed, support and champion co-production in the culture, behaviour, and relationships of the ICS, including senior leadership level. This is still in the early stages of development, and will be underpinned by the other frameworks.
Evaluation Framework	It is important that we are continually examining our public involvement practice and the impact this has both on our work, but on our people and communities. The Evaluation Framework will outline how we will measure and appraise our range of methods, and how this will support ongoing continuous improvement. This is yet to be developed.

Public Partnership Committee

The role of the Public Partnership Committee is still under development, but the following is likely to be within its scope:

- Involving citizens in the strategic development of the ICB:
 - at the priority setting and strategy stage
 - in the planning of services
 - in the instances where services go through change
 - Involving citizens in the creation of the system's strategic plan
- Assure the approach taken by the ICB in gathering intelligence about the experience and aspirations of people who use care and support and assure approaches to using these insights to inform decision-making and quality governance.
- Overseeing and assuring the process for developing the system-wide strategy for engaging with people and communities, using the 10 principles in this NHSE guidance as a point of reference.
- Overseeing and assuring the arrangements for ensuring that integrated care partnerships (ICPs) and place-based partnerships have representation from local people and communities in priority-setting and decision-making forums.

Next Steps:

- Explore the role and remit of the Public Partnership Committee against the backdrop of current and pending legislation and guidance
- Explore the role and remit of the Public Partnership Committee will relevant executive and a non-executive director level roles on the new ICB with these functions in the portfolios
- Explore how the Public Partnership Committee links to other current programmes of work to seek its assurance, i.e., Patient and Public Partners (Including the Peer Leadership Programme) and Listening and Learning as a System (including Involving People and Communities in Place Partnerships).
- Explore how the Public Partnership Committee works alongside both the ICB and ICP.
- Launch in line with the Integrated Care Board, July 2022

Work with Healthwatch and the voluntary, community and social enterprise (VCSE) sector as key partners

Put the voices of people and communities at the centre of decision-making and governance, at every level of the ICS

Involving People and Communities in Place Partnerships

This approach aims to move away from more transaction one off conversations with patients and members of the public, to a way of working that is continually listening to and acting on the needs, wants and aspiration of local communities, to drive local priorities.

We will implement an approach to the ‘Involvement of People and Communities in Place Partnerships’ that:

- Puts the voice and lived experience of people and communities at the heart of what we do in Place.
- Promotes a culture of listening, learning, and taking action together – linked to previous project.
- Embeds a long-term and continuous process
- Creates ‘interfaces’ between people and communities, and the ICS to ensure we listen with purpose, learn from those conversations, and take action at all levels of the ICS
- Mobilises people to engage in meaningful conversations about ‘what matters to them’
- Builds relationships with excluded groups, especially those affected by inequalities

Next Steps:

- Approach has been agreed with the Place Partnership Sub-Committee and a task group set up to oversee the work
- Desk top analysis of good practice, to identify what we can build on in Derbyshire
- Learning Network to be set up to bring people together like-minded and motivated individuals, who want to develop this approach, building on the good practice identified
- Consider a test and learn piece of work to enable learning around resourcing and techniques and inform the scalability of our approach.

Understand your community's needs, experience and aspirations for health and care, using engagement to find out if change is having the desired effect

Build relationships with excluded groups, especially those affected by inequalities

Use community development approaches that empower people and communities, making connections to social action

Learn from what works and build on the assets of all ICS partners – networks, relationships, activity in local places

Engagement Framework

Citizens' Panel

Online Engagement Platform

Derbyshire Dialogue

PPG Network

BAME Involvement and Relationships

Readers Panel

FT Governors, Non-Execs and Elected Members

Partnerships

Healthwatch

Voluntary, Community, and Social Enterprise (VCSE)
Alliance

Derby Inequalities Partnership

Health and Wellbeing Partnerships

Community Champions

Children and Young People's Network

Adult Care Partnerships

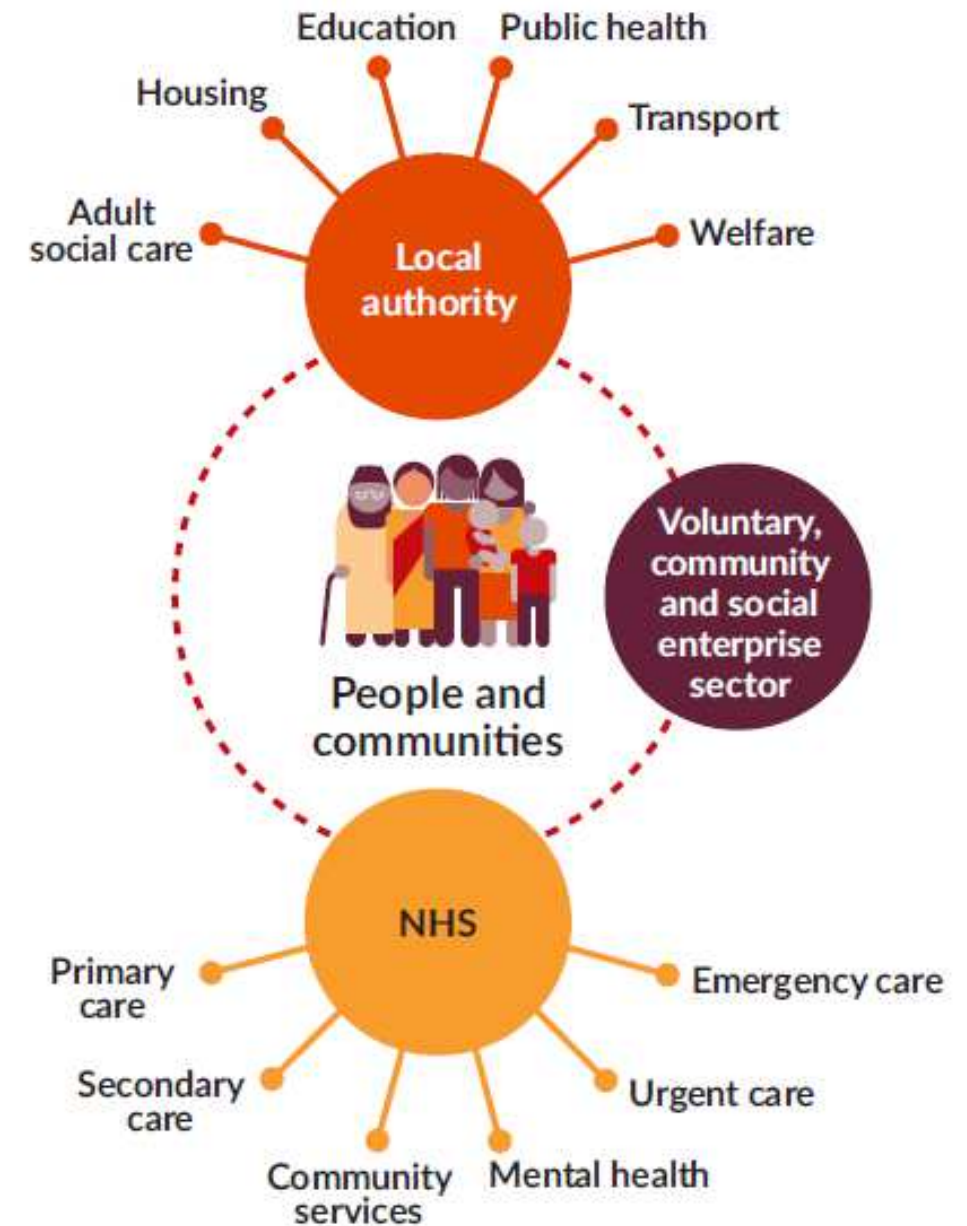
Our Strengths

- We have made huge strides during the pandemic with regards to establishing significant links into communities through public health activity.
- Derbyshire was a pilot site for ICS Citizen's Panels and we are commencing our second wave of recruitment this year.
- We have been working closely with the Kings Fund for over a year to support the development of a guide on how to listen and learn from people and communities, and a local Integration Measure, linked to one of our most successful integration initiatives 'Team up'.
- We have a well-established system insight group which has worked to pool patient and public insight, with the aim of shaping policy and practice; our patient and public insight library has been adopted by NHSEI as a template for use by other systems.
- We have launched our online engagement platform which contains over 40 engagement, feedback and analytic tools to make it easier for us to involve our communities in the decisions being made around local services; across all system partners.
- We work in partnership with Derbyshire County Council to support the BME forum to be actively engaged with all manner of decisions being made about local services, both from a health and care perspective.
- We have worked with our PPG's to strengthen their ability to work with practices and PCNs, and receive information on all manner of topics related to their work, from both health and care partners.
- We have refreshed our engagement model, and accompanied this with comprehensive guidance to ensure that the need to involve people and communities in decision making is embedded in planning.
- We have started to develop an Insight Framework with the help of our community partners.



Areas for development

- We need to establish how we effectively pool and coordinate resources and expertise across organisational boundaries to ensure all organisations in the system understand and contribute to effective partnership working, alongside their institutional responsibilities, so as to collectively support involvement of people and communities in the decision being made, improve population health through social action and ensure consistent messaging out to the public.
- Build on our developing frameworks to embed co-production in all aspects of our work.
- Develop an evaluation mechanism to measure our success in involving people and communities.
- Disseminate and embed our Guide to Patient & Public Involvement in our ICS and Engagement Model in all aspects of system work.
- Continue to build our engagement framework to reflect the diversity of our local population
- Establish our governance framework and how this is informed and support by our engagement and insight frameworks.
- Disseminate and apply learning from the Integration Measure feasibility study when complete.
- Formally launch our Online Engagement Platform, and re-launch our citizens panel to ensure panel membership is representative of the local population.
- Co-produce mechanisms for working with foundation trust governors, non-executive directors and elected members as key partners in connecting to communities.
- Further develop our Patient and Public Partner programme alongside the Peer Leadership programme.



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