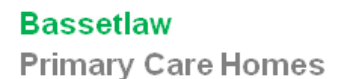




Bassetlaw Integrated Care Partnership: Communications and Engagement Strategy 2020



1. Introduction and Context

The Integrated Care Partnership (ICP) in Bassetlaw is a partnership of chief executives and senior leaders from BCVS, Bassetlaw District Council, Bassetlaw CCG, Doncaster and Bassetlaw Teaching Hospitals NHS Trust, Healthwatch, Nottinghamshire County Council, Nottinghamshire Healthcare NHS Foundation Trust and three Primary Care Networks. The Bassetlaw Place Plan is the document which sets out the vision to **deliver improvement in experiences, health and wellbeing for Bassetlaw citizens by 2021, through simpler, integrated, responsive and well understood services which ensure people get the right support at the right time.**

The Place Plan identifies communications and engagement as one of the priorities for collaboration with the aim of improving health and wellbeing for Bassetlaw people. The ICP's Communications and Engagement Network is a group of committed leads from across the NHS, local government and third sector who recognise the potential for stronger collaboration to have a meaningful impact on local communities. Much has already been achieved by this approach: a model for collaboration has been agreed, the 'Better in Bassetlaw' brand is more widely recognised and used, and partners are better informed about partnership-wide developments through bulletins and events. The 'Better in Bassetlaw' website has been viewed almost 6000 times by 1700 unique users, and 1700 engagements have taken place on Twitter. The voice of local people has shaped service changes, such public transport routes, and models in A and E. Developments are better communicated through a shared website and social media presence. But there are opportunities to do more.

Our partners have committed to the following principles for collaboration – we will:

- Work in a partnership with patients, carers, staff, local statutory and voluntary, organisations and communities throughout service changes.

- Listen to and understand others' views and agendas, building mutual trust and respect and working in a way that emphasises dialogue
- Think, talk, plan and reflect together, being open, honest and clear on the scope and purpose of the service change and what people can influence
- Make communications simple, accessible and inclusive to our people and communicate regularly about service change
- Ensure the partnership will actively listen to the views of the communities we serve and represent those voices in its decision making.

Using these principles, the Communications and Engagement Network commit to the following actions, which are detailed in this strategy:

- Impactful engagement with, and influence of Bassetlaw people in shaping health and care services, including those least often heard, embedding evidence-based models of collaboration in designing services;
- Effective communications across and between ICP partners so that there is a shared vision, understanding and up to date insight across the local place;
- Collated insights from local people to build a comprehensive picture of the lived experience of Bassetlaw communities;
- Shared campaigns, summits and public messages.

Paul Sanguinazzi

Head of Involvement and Experience,
Nottinghamshire healthcare NHS
Foundation Trust and Chair of the
Communications and Engagement
Network



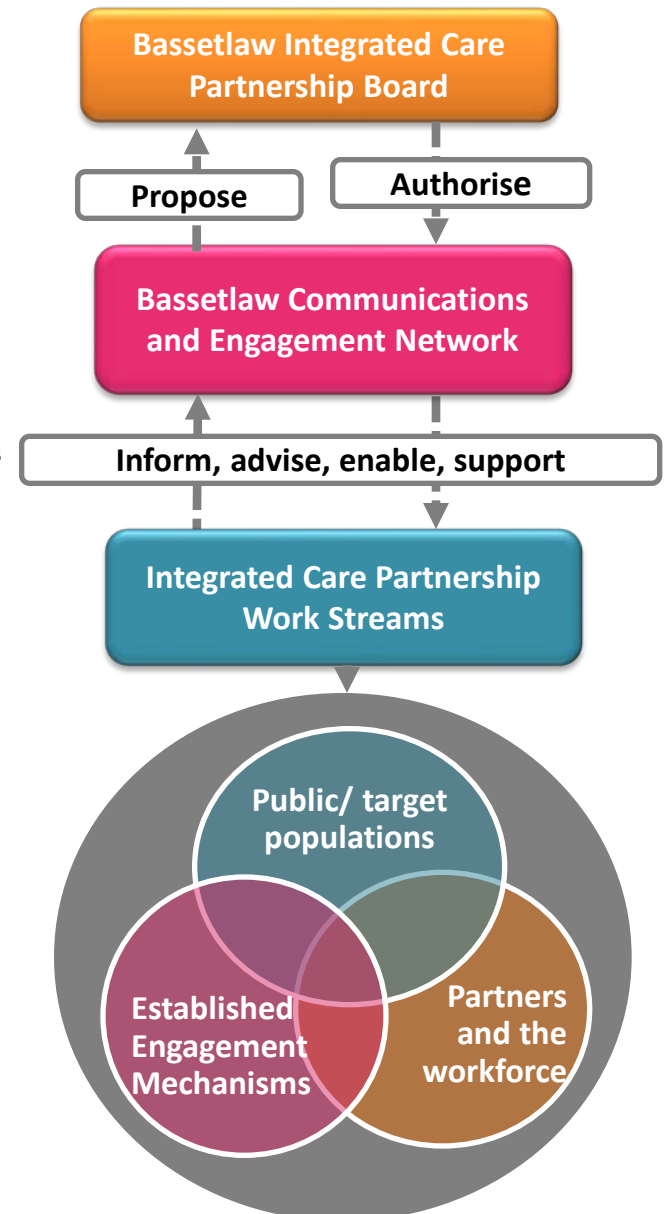
2. Enabling the Voice and Influence of Bassetlaw People to Shape Services and Decisions

The Integrated Care Partnership Board, and its supporting infrastructure, are committed to enabling the voice of Bassetlaw people to shape decisions and services. There exists within Bassetlaw a range of established engagement approaches undertaken by partners through which service users and the public are engaged on health and wellbeing issues, and service developments. This includes, for example: involvement volunteers; community engagement through ‘Bassetlaw conversations’; Youth Council; patient participation groups; and Healthwatch volunteers.

The Bassetlaw communications and engagement network will **continue to use engagement groups and methods** to identify insights and views of local communities, recognising the value of these existing assets. Furthermore, these insights form across partners will be collated **to create a picture of the lived experience of Bassetlaw people** in the form of an annual report, and **these insights will be shared with ICP Board, and its work streams**, so that they can shape service design.

Where there are specific service changes, **bespoke engagement methods** will continue to be used, to ensure the contributions are impactful and appropriate. This will include ethnographic and immersive approaches, such as those used to engage communities on transport, surveys and questionnaires, such as with young people on use of health services, and focus groups, such as has been used to inform health citizenship. For 2020, the group have committed to **focus on the following ICP priorities**: loneliness; transport; urgent and emergency care; cancer; ‘refill’; childhood obesity; and health citizenship.

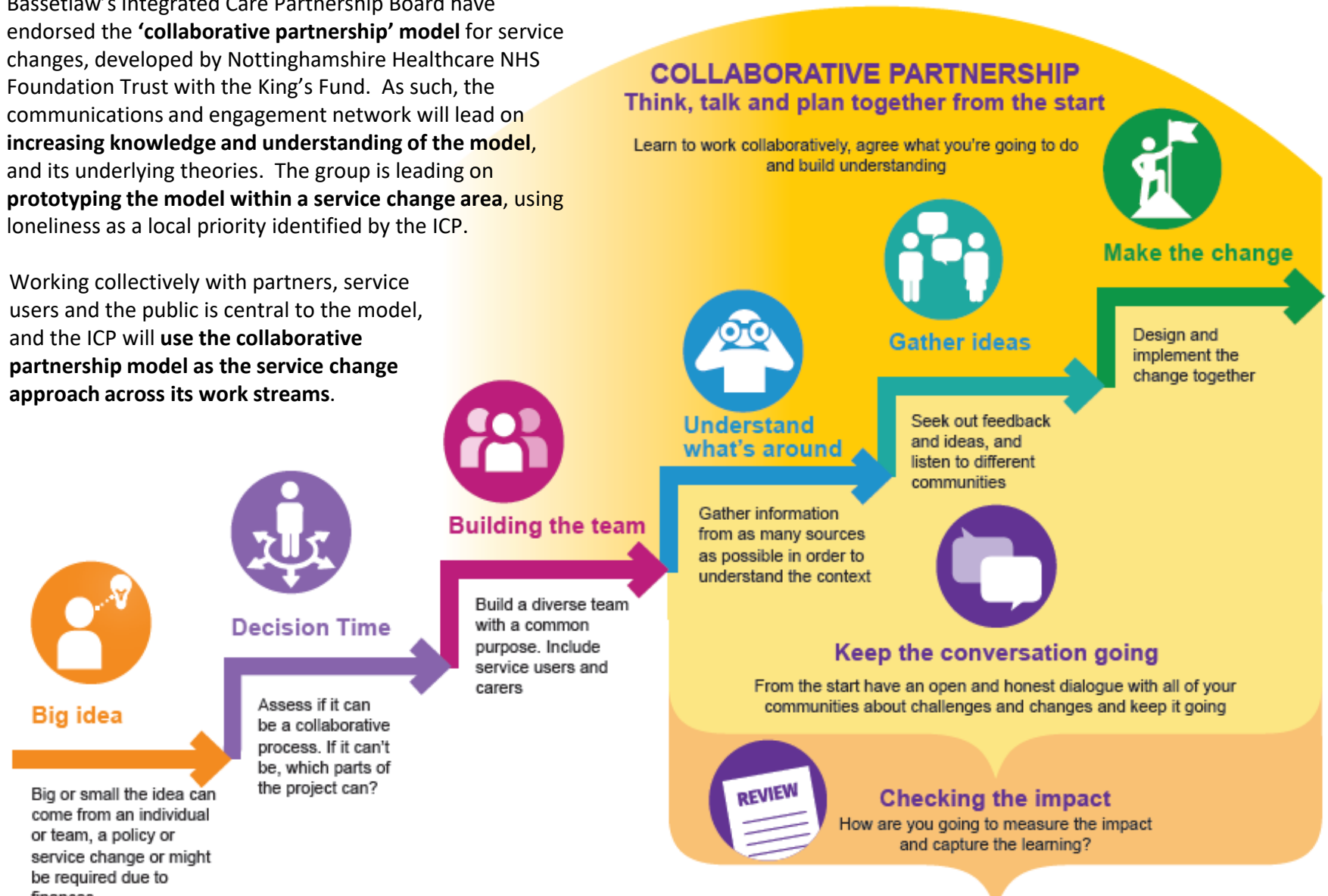
The network will also seek to build on existing engagement mechanisms and methods, by enabling **a new relationship with the Bassetlaw public**. There will be an on-going dialogue on both specific issues or changes, and more general insights about health and wellbeing with the population, including hard to reach communities and target population segments, so that there is the continuous voice and influence of local people in shaping health services. This will be achieved through **regular features in publications** such as newspapers, websites and community newsletters, and will include **feedback on the resulting changes**, and a **schedule of joint campaigns**.



3. Evidence-based Collaboration

Bassetlaw's Integrated Care Partnership Board have endorsed the **'collaborative partnership' model** for service changes, developed by Nottinghamshire Healthcare NHS Foundation Trust with the King's Fund. As such, the communications and engagement network will lead on **increasing knowledge and understanding of the model**, and its underlying theories. The group is leading on **prototyping the model within a service change area**, using loneliness as a local priority identified by the ICP.

Working collectively with partners, service users and the public is central to the model, and the ICP will **use the collaborative partnership model as the service change approach across its work streams.**



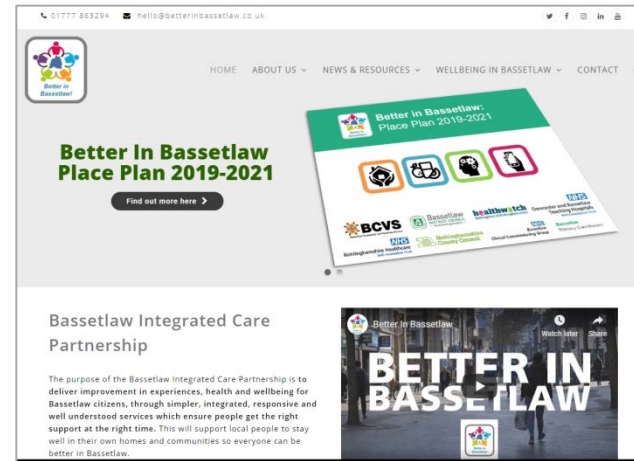
4. Communications to Enable Strong Partnerships

The benefits of a shared communications approach for a partnership are numerous. It can empower partners, allowing their participation and knowledge to contribute, it can increase effectiveness by allowing partners to interact more effectively, it can encourage a sense of shared responsibility, and build relationships by a shared identity and sense of purpose.

The wide use and ongoing **increase in profile of the 'Better in Bassetlaw' brand**, include **#betterinbassetlaw** will be key to all communication methods. The **'Better in Bassetlaw' website** – www.betterinbassetlaw.co.uk – will provide a source of key information for all partners. It also provides a neutral feedback mechanism through the **email address: hello@betterinbassetlaw.co.uk**.

A **bi-monthly bulletin** will provide updates on key developments to partners and interested public groups, and will be available both digitally and in printable versions. Furthermore, **active social media profiles will be maintained**, with **press releases** used for specific public-facing developments.

The ICP Board meets bi-monthly, and to enable key messages and decisions from the Board to be shared with the wider partnership, a **board summary report** will be published online after each meeting, with headlines included within the bulletin. To support communications across work streams, **regular delivery network meetings** will take place, to allow chairs and integration leaders to share updates, insights and to provide peer support.



Communications methods used by the Partnership



#Better in Bassetlaw

#Better in Bassetlaw

Approved by the
Bassetlaw Integrated Care Partnership Board
December 2019

For more information visit
www.betterinbassetlaw.co.uk

