

AGENDA ITEM NO: 13.0.

Meeting Title/Date:	Governing Body - 19 March 2019		
Report Title:	Communication and Engagement Strategy 2018 - 2020		
Paper Prepared By:	Sue Lewis	Date of Paper:	
Executive Sponsor:	Jerry Hawker	Responsible Manager:	Jacqui Thompson
Committees where Paper Previously Presented:	Equality and Engagement Steering Group.		
Background Paper(s):	None.		
Summary of Report:	<p>This strategy sets out how we will achieve effective communications and engagement with:-</p> <ul style="list-style-type: none"> • Our patients, their families and their informal care-givers. • Our local communities and the wider public. • Our practices. • Our partners in the health and social care system. 		
Recommendation(s):	Note and ratify the strategy.		
			Please Select Y/N
Identified Risks: (Record related Assurance Framework or Risk Register reference number)	The CCG has a legal duty to engage. This strategy sets out how we will do this to ensure these legal duties are met.		Y
Impact Assessment: (Including Health, Equality, Diversity and Human Rights)	Effective engagement will ensure the CCG is able to meet its equality and inclusion duties.		Y
Strategic Objective(s) Supported by this Paper:			Please Select (X)
Better Health - improve population health and wellbeing and reduce health inequalities			X
Better Care - improve individual outcomes, quality and experience of care			X
Delivered Sustainably - create an environment for motivated, happy staff and achieve our control total			
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Communication and Engagement Strategy

Introduction

Our Communications and Engagement Strategy is driven by the Vision and Values set out in our Constitution. We are also conscious of our legal responsibilities under Section 14ZT of the 2006 Act inserted by Section 26 of the 2012 Act namely:

One of our key aims as a CCG is to reduce health inequalities in Morecambe Bay. Clearly we cannot achieve this without securing the fullest possible engagement of our patients and our local communities nor can we achieve it without engaging with Local Authorities, community groups, neighbouring CCGs and other bodies which influence the determinants of health and well-being.

We want to use our commissioning powers to provide the health and social care services which our patients want and need. To achieve this, we need to involve patients and carers in designing the services which they will use and we need to listen to them and respond rapidly and effectively to the feedback they provide.

Delivering a health service which is financially sustainable requires us to work with our patients and their families in ways which encourage and enable them to take personal responsibility for their own health and well-being rather than being passive recipients of the services which professionals think best for them.

Engagement at the point of consultation is, therefore, an important aspect of our communications and engagement strategy.

As a membership organisation founded on democratic principles, effective two way communication with our constituent practices and securing their engagement in all aspects of our decision-making are fundamental to our being effective as a CCG which is clinically led and patient-centred.

Effective communication and engagement with our partners, provider organisations, local authorities, NHS England and community organisations, are critical to our success in delivering worthwhile change for our patients and our communities.

This strategy sets out how we will achieve effective communications and engagement with:

- Our patients, their families and their informal care-givers.
- Our local communities and the wider public.
- Our practices
- Our partners in the health and social care system.

Purpose of this Strategy

This strategy is a refresh of earlier communications and engagement strategies and covers all external communications, stakeholder and public engagement, including social marketing and health campaigns, as well as internal communications, partnerships and clinical engagement.

Whilst often referred to in one collective manner and in practice delivered side by side, it is important to recognise the distinct differences between the communications and engagement disciplines.

- Communications – sharing or broadcasting information and key messages through a number of mechanisms.
- Engagement – active involvement of other parties, including stakeholders and the public in the work and decisions of the CCG.

Both effective communications and meaningful engagement are fundamental to the CCG's overall performance and ability to deliver high quality health services.

Undertaking communications well is not just about ensuring the CCG has subsequent processes in place to deal with media enquiries or creating posters and leaflets. Good communications should be a fundamental part of any well performing organisation, from the way staff are treated by their managers to the fostering of an open and transparent culture across the organisation.

Similarly, engagement is not just about listening to people's views. Good engagement centres on fully involving patients, the public and our own local communities, as well as wider stakeholders, in the CCG's decision-making process.

Recognising these benefits, we have made significant steps since authorisation in 2013, and our boundary change in April 2017 to develop a robust approach to our communications and engagement. A wide range of communications and engagement activity has been undertaken with patients, carers, the wider public and other key stakeholders during this time.

However, we now wish to go further and ensure alignment with our partners in Bay Health and Care Partners (BHCP) and through our joint working with the Integrated care System (ICS) – Healthier Lancashire and South Cumbria

Recommendations

The Governing Body is asked to:-

- Note and ratify the strategy.