



# Shropshire, Telford & Wrekin

Sustainability and Transformation Partnership

## Restore and Recover update

Joint HOSC update

06/08/20

# Communications and Engagement for restore and recover



# Communications and Engagement Documentation

- ▶ Draft Communications and Engagement Strategy for System Restoration and Recovery
  - ▶ Supplements refreshed STP Communications and Engagement Strategy
  - ▶ To be supported by continually refreshed delivery plans to reflect ongoing changes to services, potential outbreaks or further surge etc
- ▶ Engagement for restoration
  - ▶ Summary of engagement activity to inform activity - June 2020
  - ▶ Informed by Healthwatch surveys, PALS, complaints
  - ▶ Final Healthwatch reports now produced



# Stakeholder and System engagement

- ▶ Communications and Engagement Task and Finish Group
  - ▶ Fully supported by all member organisations
  - ▶ Feed into Sitreps
  - ▶ Addressing Restore and Recover Communications for individual services
- ▶ Communications and Engagement Leads aligned to activity
  - ▶ Active on Task and Finish Groups e.g. Care Sector (care homes and domicillary care), Testing, PPE, Infection Prevention and Control, Community Resilience, Elective, Outpatient , Cancer, Mental Health, Primary Care and Community etc
  - ▶ C&E input into System Restoration, Silver, Gold
- ▶ Working with Healthwatch and VCSE
  - ▶ Members of ICS Shadow Board, System Restoration and multiple groups
  - ▶ Frequent sharing of intel from surveys and other feedback
  - ▶ Developing the Volunteering Approaches Programme - Jane Povey as chair
- ▶ MPs, Joint HOSC
  - ▶ Regular written and virtual updates (August break)
  - ▶ Chair and full committee meetings with Joint HOSC
- ▶ GP messaging
  - ▶ Regular written updates
  - ▶ Referral to services being restored key messaging



# Public and staff engagement

- ▶ Healthwatch Shropshire and Healthwatch Telford & Wrekin
  - ▶ Coronavirus impact survey - final reports now available
  - ▶ Hot Topics and emails
  - ▶ Further surveys planned- collaborating on subject matter
- ▶ SaTH virtual networking forum
- ▶ Informal engagement group
  - ▶ Assessing technology opportunities for involvement
  - ▶ Mapping VCSE groups and social media groups in particular to reach seldom heard groups (need to link in to where these groups are continuing to meet virtually)
- ▶ Reaching and assuring staff
  - ▶ Frequent staff updates delivered by member organisations by email and virtually
  - ▶ Member organisations issuing communications for appropriate services coming back online
  - ▶ ICS Shadow Board and Gold issue wider staff communications on restore and recover and the wider ICS messaging



# Public and staff engagement

- ▶ Reassuring the public
  - ▶ Regular Radio interviews and newspaper columns e.g. Arne Rose
  - ▶ Frequent press releases issued by all organisations and shared by partners and both Healthwatch to further reach
  - ▶ Using social media channels of partners and stakeholders for example MVP and Healthwatch
  - ▶ Radio interviews planned for system restoration and recovery messaging
  - ▶ Press releases issued to support wider reassurance beyond individual services
- ▶ Reassurance messages
  - ▶ Services are being restored with safety, staff capacity and potential for outbreaks and surges in mind
  - ▶ Services are available but your experience will be different due to social distancing
  - ▶ Appreciate of patience and understanding as we prioritise some patients and procedures



# Current focus areas

## ▶ Outbreak Planning

- ▶ C&E representation from NHS and System on Public Health-led Local Engagement Board
- ▶ Learning from Leicestershire through regional NHSI C&E network
- ▶ Updates to C&E Task and Finish Groups
- ▶ Linking with Public Health colleagues to engage with groups
- ▶ Children and Young People planning in place through Public Health and through the System activity

## ▶ Service focus

- ▶ Focus on restoration of key services e.g. cancer using the national materials such as Help Us Help You and Be Clear on Cancer
- ▶ Explain new ways of accessing services such as primary care by producing short videos of a walk around a GP practice
- ▶ Explain which services are open for business e.g. GPs can offer face to face consultations
- ▶ Start to consider those services that will be 'recovered' and engage



# Current focus areas

## ▶ Reaching and involving communities

- ▶ Undertake QIAs to understand impacts and consider implications for seldom heard groups e.g. BAME, Eastern European, younger people, rural communities
- ▶ Challenges of technology - exploring DPIA for software usage, assessing ability to expand SaTH's software usage across member organisations
- ▶ Listening and learning to develop appropriate surveys
- ▶ Mapping how and where people are meeting in our new virtual world - thinking about how we link in with their social media groups and networks
- ▶ Working through engagement colleagues in all organisations, Healthwatch and VCSE community
- ▶ BAME, Eastern European - national and local translations and look at existing and new distribution channels e.g. community groups, businesses, Police CSOs
- ▶ Cross border considerations - joining up ways of working, providing information to GPs for referrals
- ▶ Engage with faith groups and link to communities via videos in own languages and dialects

## ▶ Interdependencies

- ▶ Wider system working through ICS Shadow Board, Implementation Oversight Group (Hospitals Transformation Programme)
- ▶ Planning for winter and roll out of Think 111
- ▶ Support for national campaigns





# Questions

