

North Ayrshire

Health and Social Care Partnership



CARING TOGETHER

Participation and Engagement Strategy 2022-25

NORTH AYRSHIRE



Health & Social Care Partnership

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Who We Are & What We Do

North Ayrshire Health and Social Care Partnership (the Partnership) provides locality-based health and social care services for people throughout their life: from birth through childhood, teenage years and adulthood and end of life. People who live in North Ayrshire are able to have a safe, healthy, and active lifestyle. Our service areas and key partners include:

Delivery Services

- Children, Families and Justice services,
- Adult Health and Community Care Services and Mental health,
- Addictions and Learning Disability Services

Support Services

- Business Support Services
- Finance and Transformation

Key Partners

- The people of North Ayrshire North Ayrshire
- Third Sector Interface
- NAC (North Ayrshire Council) Connected Communities Service
- Independent Sector representation
- Wider Community Planning Partners (Ayrshire justice Partnership, Fire and Rescue, Police Scotland)

We want to ensure people in North Ayrshire can contact the right health and social care professional, at the right time. We work together to provide high quality, safe and sustainable care, as seamlessly as possible.

Our Strategic Priorities

The work we do focusses on five key priorities to help us reach our vision. These priorities were developed alongside our staff, service users, carers and the wider community in North Ayrshire.

ENABLE COMMUNITIES

We recognise the communities of North Ayrshire as a key partner of the Health and Social Care Partnership. We know that many of the solutions to improve the health and wellbeing of local people lie in our communities. Supporting them to improve local capacity, health literacy and resilience will help improve the overall health and wellbeing of communities. We also recognise and value the knowledge local people have of their own area. Through our various engagement methods, we will continue to provide a voice for local people in the HSCP.

DEVELOP & SUPPORT OUR WORKFORCE

We face a challenge in ensuring the health and care workforce has the capacity to meet both current and future demands. We must ensure that our workforce meets the health and care demands of the local population. We must ensure we can effectively plan and build a health and social care workforce that is fit for the local population.

PROVIDE EARLY AND EFFECTIVE SUPPORT

It is a key priority for the partnership to provide support to people as early as possible. Dealing with problems at an early stage can increase the chances of positive outcomes for people and prevent issues from becoming much more serious and difficult to address.

IMPROVE MENTAL & PHYSICAL HEALTH AND WELLBEING

The focus on supporting those with both complex mental health conditions and low-level mental wellbeing concerns will continue to be a priority for the HSCP. We know, through our service information and through speaking to our local communities, that mental health concerns across the board are increasing in the population. This means a greater demand for mental health services and community supports.

TACKLE INEQUALITIES

Tackling Inequalities has been a key priority for the HSCP since it published its first strategic plan in 2015 and continues to be. We believe by helping to reduce the impact of inequalities locally, we can improve the long-term economic, social and health outcomes for the people of North Ayrshire. However, we realise that addressing local inequalities is not something we can do alone. It will take a collaborative effort. As such, we will continue to work closely with our partners and local people to help tackle inequalities together.

Our Participation & Engagement Strategy

North Ayrshire Health and Social Care Partnership know that meaningful participation and engagement is an- important part of enabling healthier and more empowered communities. We are working hard to review how we engage (talking, listening and working) with our local communities to ensure people across North Ayrshire can have their say on the direction of health and social care services.

This Participation and Engagement Strategy details the range of ways we will meaningfully involve our stakeholders, particularly people who access services, unpaid carers and families and the staff and volunteers who are involved in the provision of health or social care across all sectors. This includes HSCP staff and those in the third and independent sectors to help improve health and wellbeing outcomes for local people.

We will use 5 key types of participation and engagement:

INFORM

To provide local people with the right information to help them better understand the health and social care concerns they may have, and to know how to access the right support for them.

CONSULT

Our aim is to obtain feedback on the plans and proposals we have for our services.

We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced our decision making.

INVOLVE

We wish to work directly with local people to ensure that their concerns and aspirations are consistently understood and considered. Our promise is to work with you to ensure that your views and ideas are influential in our decision making and we will provide feedback on how the voice of local people has helped shape our services.

COLLABORATE

We plan to work with local people and communities, to jointly design and implement services that will best meet the health and social care needs of North Ayrshire. We will look to you for advice and ideas in developing solutions to our priorities.

EMPOWER

We will aim to work with people across North Ayrshire to enable them to contribute and influence the direction of health and social care services.

Through four key levels of engagement, individual, local, strategic, and national to ensure we engage effectively and consistently. This will ensure your ideas and opinions will help us to shape services and supports in our communities.

We plan to build on our existing approaches and what is working well. Over the next three years we will deliver our Participation and Engagement Strategy working with you, our staff and our key partners. Our Participation and Engagement Strategy seeks to:

- Work with the assets and strengths within our communities to empower them to identify and address local priorities.
- Involve individual and community stakeholders in the defining, planning, design and delivery of services and supports in our local communities.
- Support consultation, engagement, and participation in localities, contributing effectively to other consultation activity and local plans across the Community Planning Partnership.
- Facilitate a tailored and inclusive approach to participation and engagement by using a variety of methods.
- Direct consultation, engagement, and participation activity to address identified areas of inequalities, deprivation and/or communities of interest.
- Recognise that all health, social care and partner staff have a key role in promoting, supporting and taking part in stakeholder involvement as part of their work.
- Support the cultural change required to achieve co-production, by developing and improving relationships with local communities.

Key Principles of Participation & Engagement

We will undertake all engagement activity in line with the National Standards for Community Engagement and Scottish Government guidance on: Informing, Consulting & Engaging. However before undertaking any participation and engagement activity it is important to consider the following key points:

Process of Engagement

We will use engagement processes that are suitable and proportionate with the purpose of our activity. We will make sure that our engagement processes share clear and consistent messages with all involved.

Who do we have to involve?

We will be clear about who is involved, how to become involved and what people's roles are. We will strive to make our engagement as accessible as possible with consideration being given to the locations, methods, timings, and resources used each time.

What will we do after engagement activity has taken place?

We will make clear what we plan to do with the information people give us, being mindful of data protection, and where people will be able to access reports, findings or responses to any engagement that we do. We will aim to make this information available as quickly as possible after engagement has taken place. Additionally, we provide further feedback to stakeholders on an individual basis if necessary.

We will try to ensure we reduce barriers to meaningfully involve our communities. This will include considering travel and the cost of participation, how to support people with caring or other roles to participate, the time and day when we undertake engagement, ensuring adequate time, notice and support to undertake meaningful engagement and using a range of engagement methods and tools, ranging from local networks to social media, to one-to-one opportunities for individual feedback. Additionally, we will meet our obligations with regards to the United Nations Convention on the Rights of the child, particularly articles 12 and 13. We will ensure that children are given the opportunity to express themselves on issues and matters that affect them.

We will provide specific focus to those whose voices who are not always heard or hard to reach for instance people with protected characteristics and those who may face barriers e.g. unpaid carers, homeless people, people and families affected by addiction. We will be providing people with an equal opportunity to participate in things which will affect them, because health and social care is so wide reaching it is crucial for us to involve as many different communities as possible.

How have we Engaged with North Ayrshire?

North Ayrshire Care Improvement Network

To help inform the strategic bridging plan and, eventually, the longer-term plan, we launched the North Ayrshire Wellbeing Conversation in October 2020. This online engagement questionnaire was live for 18 months and asked the people of North Ayrshire, what they did to keep themselves healthy and well. This was the longest piece of engagement we have undertaken. As part of the survey we also asked people if they would like to be involved in shaping health and care services in the future? To those who answered, 'Yes' we later them contacted to join our Care Improvement Network. In 2021, members of the Care Improvement Network Participated in surveys and conversations relating to; the proposals for the National Care Service for Scotland; the North Ayrshire HSCP Strategic Commissioning Plan; and the development of an engagement plan for Mental Health and Wellbeing in North Ayrshire. Over the next 3 years the development of the Care Improvement Network will be central to how we engage with people on the direction of health and social care across North Ayrshire.



We will aim to:

Develop the membership of the Care Improvement Network
Inform the Care Improvement Network about developments in health and social care locally
Engage and consult with members on areas of interest most important to them
Consult with members on local and national policy developments
Collaborate with members of the Care Improvement Network to develop actions that will enable us to achieve our ambitions.

Engaging with Individuals

Our services regularly review what care and support is provided and how people can be better supported to meet their outcomes; and often have focus groups or development sessions to continually improve what they do.

Locality Planning Forums

Locality planning requires genuine listening and being influenced by local communities and practitioners. This will require the partnership to share skills and knowledge, enable local voices to be heard and commit to ongoing dialogue, relationship-building and shared responsibility for solutions and better outcomes. Central to establishing trust will be ensuring clarity and transparency of where this dialogue has resulted in decisions and actions.

In 2022, we will commit to a full review of the structures of our Locality Planning Forums. The Strategic Planning Team will facilitate a review with all members to ensure that there is an accessible opportunity for communities to have a say on their health and social care services. We will work with our stakeholders and partners to ensure we are working towards addressing our locality priorities identified in 2021.

Engagement on our Strategic Direction

In 2021, we engaged with local people on to reaffirm our strategic priorities. The Scottish Government protections to stop the spread of Covid-19 meant our opportunities to engage with people in person were limited.

People were asked to contribute to the NAHSCP Strategic Plan via an online survey and online meetings. We asked people from across North Ayrshire to share their views on the action we should be taking to work towards achieving our ambitions. In 2022, we will share an engagement report and outline how we will implement or work towards the actions people have identified.

Engagement on the proposals for the National Care Service for Scotland

North Ayrshire HSCP want enable people to contribute to national policy development on issues that could impact the delivery of health and social care services.

In 2021, we engaged with people on the Scottish Governments proposals for the National Care Service for Scotland. We facilitated sessions on behalf of the Scottish Government across the 6 localities in North Ayrshire and with our staff teams to enable them to give their opinions on the proposals. We compiled a report which was sent directly to the Scottish Government on behalf of people in North Ayrshire.

Developing our approach to Participation and Engagement

Whilst we acknowledge that we have made good progress with consultation over the last three years. The pandemic has had a huge impact on the way we work and our approach to how we engage with people must evolve and develop alongside those wider workplace and societal changes. Additionally, we must develop pathways that are accessible and provide everyone across North Ayrshire with the opportunity to have their say.

Our commitment to people in North Ayrshire is that we will:

- continue to develop platforms and pathways to engage that are meaningful, flexible, accessible, and open to everyone across the community.
- continue to develop our presence on social media and develop relatable, informative content.
- work closely with our service users, staff, locality networks, third sector organisations and community partners to ensure that we are working together on shared priorities.
- to develop clearer governance between the Strategic Planning Group and Locality Planning Structures

We have both a moral and legal duty to ensure that everyone in our communities, has the opportunity to be involved in that engagement and recognise that some might face particular barriers.

We implement an inclusive approach to participation and engagement by providing information in a range of accessible formats and using plain English to reduce barriers around language. In addition, where language is unavoidably technical or complex, we will provide explanations or diagrams to help promote understanding.

Communication

Effective messages and ways of communicating these messages plays a significant role in making sure we are engaging meaningfully with our stakeholders and communities. We don't use a 'one size fits all' approach. We use a wide variety of communication channels.

The Partnership must communicate effectively to enable collaborative working with the residents of North Ayrshire. It is vital that we communicate as clearly and as often as possible, enabling a two-way communication process. It is important for us to listen. It is important for us to share what we are doing and create an ongoing conversation with people who access our services and their carers.

The Partnership communication objectives are to:

- Ensure the organisation informs and involves staff, local people and communities and other key stakeholders before, during and after changes and improvements to services.
- Publicise opportunities for engagement and involvement.
- Provide information for key audiences in a format appropriate for their needs.
- Identify key organisational messages and appropriate channels.
- Ensure staff and other key stakeholders are aware of the objectives of the organisations, services etc. and their roles, if any, in achieving them.
- Reassure stakeholders of continuity of care and improving quality of service
- Feedback the outcome of any consultation, participation or engagement in a way that is accessible to everyone.

The key principles of our communication:

- Planned
- Consistent
- Fit for purpose.
- Targeted
- Two-way
- Accessible

The key methods of our communication:

- Social media @NAHSCP
- [Our North Ayrshire Health and Social Care Website](#)
- Public events, including locality-based events
- Local and national media (newspaper, radio and television)
- Literature including posters, leaflets and newsletters, strategies, plans and reports.

Further information on how we communicate is available from our North Ayrshire Health and Social Care Partnership- Communications Strategy.

Evaluation & Review

The partnership's Strategic Planning Group will be responsible for the direction, implementation and review of our Participation and Engagement Strategy. This group provides a basis for stakeholder representation within the Partnership and makes recommendations to the Integration Joint Board.

We will regularly review our participation and engagement methods against the National Community Engagement Standards and undertake an on-going annual review of the Participation and Engagement Action Plan to ensure we continually develop the best ways to engage with local people.

The strategy and action plan will be reviewed annually, with a process for monitoring and evaluating the effectiveness of individual participation and engagement undertaken. This progress will be reported through the Strategic Planning Group and highlights captured through the Annual Performance Report