



SHEFFIELD HEALTH AND WELLBEING BOARD PAPER

Report of: Councillor Julie Dore and Dr Tim Moorhead, Co-Chairs of the Health and Wellbeing Board

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Subject: Report on Health and Wellbeing Board Communications and Engagement September 2014-August 2015

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Summary:

Health and Wellbeing Boards have a responsibility, as system leaders, to ensure that the work they carry out is transparent and appropriately involves members of the public, providers and practitioners.

This report is intended to provide Sheffield's Health and Wellbeing Board with a snapshot of its engagement from the last year. It focusses on *Health and Wellbeing Board-specific* engagement, and therefore does not cover the engagement carried out by the organisations that are represented on the Board. Finally, the report provides an overview for planned engagement for the year to come.

Recommendations:

It is recommended that the Health and Wellbeing Board focus its engagement from September 2015-August 2016 on a range of areas specified in the report in section 5.0.

Reasons for recommendations:

Firstly, it is important that the Health and Wellbeing Board continues to be transparent and accessible in its work. Secondly, the Board's work will be much improved and bettered through the involvement of others.

Background papers:

Feedback summary of survey about the Health and Wellbeing Board carried out in June and July 2015.

REPORT ON HEALTH AND WELLBEING BOARD COMMUNICATIONS AND ENGAGEMENT SEPTEMBER 2014- AUGUST 2015

1.0 SUMMARY

Health and Wellbeing Boards have a responsibility, as system leaders, to ensure that the work they carry out is transparent and appropriately involves members of the public, providers and practitioners. As part of this, Sheffield's Health and Wellbeing Board recognises the importance of effective engagement. Action 1.1 of the Board's Joint Health and Wellbeing Strategy sets out a desire to:

Influence partners and organisations across Sheffield to consider and demonstrate the positive health and wellbeing impacts of policies, encouraging all organisations to make health and wellbeing a part of what they do.

Action 4.10 of the Joint Health and Wellbeing Strategy states that the Board will also:

Require both commissioners and providers to have effective engagement processes in place that take what service users think into account in all decisions.

This report is intended to provide the Health and Wellbeing Board with a snapshot of its engagement from the last year. It focusses on Health and Wellbeing Board-specific engagement, and therefore does not cover the engagement carried out by the organisations that are represented on the Board. Finally, the report provides an overview for planned engagement for the year to come.

2.0 WHAT DOES THIS MEAN FOR SHEFFIELD PEOPLE?

It is important that the decisions of decision-makers are accessible and transparent, enabling local people to be informed and, where they wish to be, involved in the decisions made.

Sheffield's Health and Wellbeing Board has from the start sought to:

- Communicate what the Board is doing and when its meetings are happening, and ensure these meetings take place in a space that is appropriate and large enough for members of the public to attend
- Publicise and publish its papers and presentations, and report back on what was discussed, including in real time through a Twitter feed and soon after with a Storify summary of discussions
- Involve people in the making of key strategic city-wide decisions through engagement events and consultations, and through the opportunity to ask a question publicly at more formal meetings
- Advertise more specific consultation efforts of the organisations that make up the Health and Wellbeing Board: Sheffield City Council, NHS Sheffield Clinical

Commissioning Group, NHS England and Healthwatch Sheffield – as well as, where appropriate, consultations carried out by other organisations.

As well as focussing on Sheffield people as citizens, service users and patients, the Board has also sought to provide opportunity for health and wellbeing providers, practitioners, interest groups and others to provide comment.

This report demonstrates the Board's efforts to reach a wide audience of people, and make suggestions for how the Board's approach could be developed over the next year to enable Sheffield people to be even more involved in the process.

3.0 HEALTH AND WELLBEING BOARD COMMUNICATIONS AND ENGAGEMENT SEPTEMBER 2014-AUGUST 2015

This report will cover the Board's engagement from September 2014-August 2015 focussing on four main areas:

- Meetings
- Communication
- Consultation.

3.1 Meetings

Over the period September 2014-August 2015, the Board held **four formal public meetings**:

- A consistent number of individuals attend to observe these meetings. In June 2015, 21 individuals attended to observe the meeting.
- Some individuals who attended to observe were from organisations, including: representatives from housing associations, voluntary sector organisations, Healthwatch Sheffield, professionals and practitioners working in health and social care, the city's two universities, students, trades unions, and pharmaceutical companies
- A number of public questions are asked at each public meeting – if responses are not given on the day, they are provided in writing after the meeting and published in the minutes
- Presentations from each meeting are published online and then advertised in the Board's next newsletter. A live Twitter feed enables people to follow the discussions online, and a Storify for each meeting sums the meeting up.
- As a Board member, Healthwatch Sheffield feed in public views to each agenda item.

Over the period September 2014-August 2015, the Board held **three engagement events**:

- In November, Board members met with young people to discuss children and young people's mental and emotional health and wellbeing.¹

¹ Slides are available to view at: <http://www.slideshare.net/SheffieldHWB/hwb-board-13-11-14>.

- In March (postponed from January), Board members met with representatives from the city's key provider organisations:
 - Sheffield Teaching Hospitals NHS Foundation Trust
 - Sheffield Children's NHS Foundation Trust
 - Sheffield Health and Social Care NHS Foundation Trust
 - Primary Care Sheffield
 - South Yorkshire Housing Association
 - Sheffield Futures
 - SheffCare
 - Sheffield Cubed
 - Voluntary Action Sheffield
- In May, over 70 people attended an event to discuss the vision for health and social care in 2020.²

From time-to-time, the Health and Wellbeing Board holds other meetings with city-wide partners.

3.2 Communication

The Board's most comprehensive vehicle for communication is its enewsletter which it sends out monthly.³

- There are currently just over 1,700 people on the distribution list. Some of these are providers and practitioners; others are service users, patients and citizens.
- The enewsletter provides regular updates on the Board's meetings and activities.
- Enewsletters can be printed and posted to individuals on request.

The Board has a website which has a range of useful information on the Board.⁴ In total, in September 2014-August 2015 the website's pages have received over 16,000 page views – some to the main homepage; others directly to specific pages from links in enewsletters. The most popular pages, or sets of pages, in terms of unique hits, aside from the main homepage, are:

- Joint Strategic Needs Assessment pages – over 4,000 unique hits
- Joint Health and Wellbeing Strategy – over 1,500 unique hits
- About the Board – over 1,000 unique hits.

The Board also uses a number of other online resources to publicise its work and ensure information is readily available. For example:

² Slides are available to view at: <http://www.slideshare.net/SheffieldHWB/2020-vision-event-presentation>, and the event report is available at: <https://www.sheffield.gov.uk/caresupport/health/health-wellbeing-board/what-the-board-does/events/engagementevent.html>.

³ Sign up and view old newsletters at: <http://us6.campaign-archive1.com/home/?u=4c519d652065c050d46e2444e&id=d680dbeccd>.

⁴ See <https://www.sheffield.gov.uk/healthwellbeingboard>.

- Regular updates and opportunities to engage are posted on Twitter.⁵ At the time of writing, the Board has 1,186 followers – an increase of over 350 followers in the last year.
- All presentations to public meetings are posted on Slideshare, a worthwhile tool for disseminating presentations and their content.⁶ The most popular presentations over the last year at the time of writing have been:
 - September 2014 presentation on the Due North report – 375 views.
 - September 2014 update on the Integrated Commissioning Programme – 333 views.
 - May 2015 #Sheffield2020care event presentation – 325 views.
 - November 2014 Young People and Mental Health event presentation – 302 views.
 - March 2015 update on Health, Disability and Employment – 241 views.
- The Board uses Storify to create accounts about its events and meetings.⁷ The Storify into May 2015's #Sheffield2020Care event was viewed by 108 people at the time of writing.
- From time-to-time, videos about the Board's work or interviews of Board members are posted onto YouTube.⁸ An introduction to one of the Board's integrated commissioning projects had been viewed by 85 people at the time of writing. Transcripts are available on request.

3.3 Consultations

In June and July 2015 the Board used **SurveyMonkey** to ask individuals for their feedback on how the Health and Wellbeing Board is operating. 145 individuals responded to this. The summary has been included as an Appendix to this report.⁹

The Board's primary means of consultation is through its engagement events, and then vicariously through the individual engagement of the Board's member organisations, some of whose activities were advertised in the Board's enewsletter. The Health and Wellbeing Board seeks to feed into these other engagement mechanisms where appropriate and is only part of the wider engagement picture in Sheffield.

As the representative of Sheffield people, **Healthwatch Sheffield** has an important role to play in engaging with Sheffield people on the Board's behalf and on feeding this information back into the Board.

⁵ See <https://twitter.com/sheffieldhwb>.

⁶ Slides are available to view at: <https://www.slideshare.net/sheffieldhwb>.

⁷ See <http://www.storify.com/sheffieldhwb>.

⁸ See <https://www.youtube.com/user/SheffHWB>.

⁹ The summary is also available on the Board's website at: <https://www.sheffield.gov.uk/caresupport/health/health-wellbeing-board/what-the-board-does/events.html>.

4.0 WHAT DIFFERENCE HAS IT MADE?

4.1 Awareness of the Board

Because of the Board's work in this area, people who are not on the Board have been kept informed about areas of work the Board is considering. They have been able to read papers, attend meetings, ask questions, and engage with the democratic process. It is important that the Board is transparent in its discussions.

In addition, over the course of the year the Board has been able to extend its reach, with more and more people hearing about the work of the Board.

4.2 Impact of engagement events

The Board's engagement events have a direct impact on future plans of the Board and its partners. For example:

- The findings from the Board's event co-hosted with Healthwatch Sheffield in July 2014 are being reviewed one year on at the Board's September 2015 meeting
- The May 2015 #Sheffield2020care event is being followed up by a range of smaller events hosted by other city-wide partners over summer 2015. The feedback from the event(s) will help Board members to consider the future vision and shape of adult social care in the city
- The event in November 2014 on children and young people's mental and emotional health and wellbeing saw a summary of the discussions which was published online and emailed out to event attendees.¹⁰ Four months later, in March 2015, a report was submitted to the Board which set out responses to the event's recommendations.¹¹ For example, an Emotional Health and Wellbeing Executive Group was established with an Action Plan focussing on:
 - Positive mental health and resilience including early intervention and prevention
 - Young people approaching adulthood
 - Development of community-based support (tier 3.5)
 - Services for vulnerable children and young people
 - Engagement and participation.

4.3 Response to last year's recommendations

A similar report to this in September 2014 made a number of recommendations for ways the Board could improve its engagement. These have been followed up as below:

¹⁰ This can be downloaded from: <https://www.sheffield.gov.uk/caresupport/health/health-wellbeing-board/what-the-board-does/events/engagementevent.html>.

¹¹ This can be downloaded from: <http://sheffielddemocracy.moderngov.co.uk/documents/s17488/Children%20and%20Young%20Peoples%20Emotional%20Wellbeing%20and%20Mental%20Health.pdf>.

Recommendation	Response/action
Engaging with citizens, service users and patients	
<i>An engagement event should be held in October 2014 focusing on children and young people.</i>	This event was held in November 2014.
<i>Places for engagement events be restricted for providers and practitioners to ensure the voice of citizens, service users and patients is heard.</i>	The November 2014 meeting was restricted to children and young people who attended. Attendees at the May 2015 event were mainly service users connected to a range of service improvement forums that exist across the city.
<i>One or more Board members put themselves forward to be videoed about their vision for the Health and Wellbeing Board.</i>	This is something that should be developed in the next year.
<i>Places such as The Circle, Town Hall and local libraries are replenished with summary copies of the Joint Health and Wellbeing Strategy.</i>	This happened, but can and should happen again in the next year.
<i>NHS England's representative on the Board clarifies NHS England's approach to public engagement and assures the Board that it will involve the Board in its engagement.</i>	NHS England's representative on the Board has changed in the last year and as such this was not possible. This is something that should be developed in the next year.
<i>Healthwatch Sheffield informs the Board's review of outcomes 2, 4 and 5 of the Joint Health and Wellbeing Strategy.</i>	Healthwatch Sheffield were involved in the review of outcomes 1, 2 and 3.
Engaging with providers and businesses	
<i>The Health and Wellbeing Board considers how it can follow up the July meeting it had with businesses that work in healthcare technologies.</i>	A Health and Wellbeing Board representative attended the 'Innovations in Healthcare' conference in July 2015. Further engagement with this sector and with the Academic Health Sciences Network might be beneficial.
<i>The Health and Wellbeing Board holds an engagement event with the growing Provider Assembly in January 2015.</i>	Due to snow, this event was postponed and was held in March 2015. A second event was held in September 2015.
General	
<i>The Board receives a similar summary to this in March 2015.</i>	It was felt on reflection that a yearly summary would provide the best opportunity for review.

5.0 RECOMMENDATIONS FOR THE HEALTH AND WELLBEING BOARD FOR THE COMING YEAR

While it is apparent from this report that the Board *does* publicise what it does and provide opportunities for people to get involved and influence decision-making, there are ways the Board could approve its work in this area.

These proposals for development of the Board’s communications and engagement work should be viewed in line with **likely changes to the Board’s meeting structure** following a Board-member review and public survey which emphasised the need for the Board to make some changes to how it operates to improve its effectiveness.

It is proposed that the Board should:

Recommendation	Lead
Communications	
Review and redesign the Board’s website and newsletter, including new content such as videos, and update information about the Board that is available on other websites.	<i>Main Board support team</i>
Increase the numbers of people who are aware of the Board by: <ul style="list-style-type: none"> • Promoting the newsletter more widely, particularly through Healthwatch Sheffield’s networks • Sending information about the Board’s strategy to libraries, GP surgeries and other NHS and VCF sites • Board members who use Twitter promoting the Board’s work and its meetings more widely • Supporting more press releases before formal Board meetings and engagement events • Continuing to explain the role and work of the Board in a way that is easy to understand. 	<i>Main Board support team</i> <i>Healthwatch Sheffield</i> <i>Board members</i> <i>CCG and Council communications teams</i>
Produce a ‘You said, We Did’ summary in response to the suggestions made in the recent survey about the Board’s role.	<i>Main Board support team</i>
Engagement	
Ensure information about events and how to attend them is provided early on to those who may not previously have attended one of the Board’s events	<i>Healthwatch Sheffield</i>
Hold a discussion forum before or after each public meeting (twice a year) and hold a further two engagement events twice a year. These forums/events should be, where possible, held in the late afternoon/early evening to enable attendance from those	<i>Main Board support team</i> <i>Healthwatch Sheffield</i>

Recommendation	Lead
<p>who may be at work between in the daytime.</p> <p><i>The first of these engagement events will be held on 29 October 2015 from 2-4pm on adult social care.</i></p>	
<p>Get clarity from NHS England's representative on the Board regarding NHS England's approach to public engagement and assurance that NHS England will involve the Board and Sheffield people in its engagement (<i>carried over from last year</i>).</p>	<i>NHS England</i>
<p>Pursue opportunities to engage with the wider Sheffield community, such as the Sheffield Executive Board, the Local Enterprise Partnership, the Academic Health Science Network and businesses, and the city's universities, schools and colleges.</p>	<i>The chairs of the Board</i>
General	
<p>The Board should receive a similar summary to this in September 2016.</p>	<i>Agenda forward plan</i>

6.0 REASONS FOR THE RECOMMENDATIONS

Firstly, it is important that the Health and Wellbeing Board continues to be transparent and accessible in its work. Secondly, the Board's work will be much improved and bettered through the involvement of others.

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