

## **Outline Communications and Engagement Plan to support development of the One Health and Care Plan**

### **Outline**

This is an outline communications and engagement plan to support the development of the One Health and Care Plan. It is a working document which allows flexibility to adapt to the needs of groups and organisation as we continue through the pandemic. At this point this is just the start of the engagement work on the Health and Care Plan, which will be on-going as it moves through development.

### **Aim**

There are three key aims of this outline plan:

- To understand local needs and, in particular, the impact of Covid on those needs.
- Identify local priorities for the next ten years
- Involve people in helping to shape Stockport's Health and Care Plan

### **Objective**

This is an on-going working document which sets out the top line engagement plan as part of an overall integrated approach with a partnership approach. It aims to build the links and relationships already developed through the engagement work for the Borough Plan and further develop its findings to help support the creation of a specific plan for health and care for One Stockport.

### **Special Considerations**

#### **Covid-19 Guidance**

As already highlighted in the engagement work for the Borough Plan, activity needs to take account of Government advice during the pandemic, with particular reference to social distancing.

#### **Pre-election Period**

Whilst the sphere of this engagement work is already in the public domain, formal engagement channels through the local authority have been curtailed as Committees are temporarily suspended in accordance with the pre-election guidance.

### **Engagement Approach**

With consideration of the key elements of the pandemic whilst recognising the real practical need to hear from people it is therefore proposed to instigate this initial engagement work virtually.

### **Methodology**

The CCG Communications and Engagement Team will lead on the project with support from partners, working closely with the Local Authority's specialist engagement team to share best practice and develop and utilise the existing stakeholder mapping.

### **Channels**

To allow partners to utilise their own channels, in addition to the CCG's, a resource pack will be developed. This will include briefings, Q&As as well as web content, newsletter editorial and social media posts.

### **Survey**

Underpinning the engagement approach will be an online survey delivered through the Council's survey platform following the style and format used for the Borough Plan Engagement. This survey will be open to all residents and people working in Stockport. It will aim to further build on the key priorities highlighted in the borough plan engagement for health and social care.

The survey will also provide a further opportunity to identify any opportunities or challenges to help shape the future model on how integrated health and social care may be delivered.

### **Workshop and virtual drop-in sessions**

A virtual staff workshop will be held with a supporting programme of drop in sessions for our health and social care providers to start considering pathways and look at how our existing and future services would sit in a system wide plan. This would also factor in staff resilience, particularly in light of Covid-19.

### **Briefings and formal meetings.**

A resource of information documents, with supplied content, will be shared with key stakeholders utilising where appropriate partner's formal meeting programmes.

### **Focus Groups**

Tailored focus groups for specific feedback will be held, subject to available resource.

### **Target Audience**

This will utilise the existing stakeholding mapping already completed for the One Stockport Borough Plan engagement work. This will aid continuity and help increase engagement links. Principally it will include (but is not restricted to):

#### **Key Stakeholder partners – staff side**

- Primary Care
- Local authority including Councillors
- NHS Partners
- Providers
- Care homes and home care providers
- Education Leaders
- Businesses/employers
- H&C employers
- Unions and Trade organisations

#### **Key stakeholders public**

- All residents
- Representatives of the Voluntary, Community, Faith and Social Enterprise sector
- Children and Young People
- Older People
- Parents and Carers and their representatives
- Community partnerships
- LGBTQ+ Groups
- Ethnically Diverse Communities

### **Channels**

There is a range of established channels including, but not restricted to:

Social media – Twitter, Facebook, WhatsApp with planned schedules

Tradition - Newsletters - internal and external

Corporate web site –news and information content

Media relations – press releases, editorials

Established printed, digital and face-to-face channels within partner organisations

### **Timeline**

March/April - Engagement planning and preparation

End April – Launch of engagement with four week survey

End May – close of survey

June – Review feedback and prepare engagement report

End June – Draft Health and Care Plan prepared with engagement feedback.