

Committee: Health and Wellbeing Board

Date: 8 October 2019

Wards: All

Subject: Merton Health and Care Plan

Lead officer: James Blythe, Managing Director, Merton & Wandsworth CCGs and Hannah Doody, Director of Communities and Housing

Lead member: Cllr Tobin Byers, Cabinet Member for Adult Social Care, Health and the Environment

Contact officer: Jennifer Nolan, Head of Communications, Merton & Wandsworth CCGs, and Sunita Patel, Head of Communications, Merton Council

Recommendations:

- A. The Board is asked to approve plans for public communications of the final Merton Health and Care Plan document.
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1 PURPOSE OF REPORT AND EXECUTIVE SUMMARY

The Merton Health and Care Plan has now been finalised. Communications and engagement teams for health and care organisations in Merton have come together to propose a joint plan for publicly launching it – with the primary audiences being local residents and staff within our organisations.

The objectives are:

- To outline the ambitions of the local health and care plan and demonstrate the actions we're taking, so:
 - Local people are aware of the improvements being made to health and care.
 - Frontline staff understand the plans for integrating health and care, accelerating delivery and ensuring the improvement of care for local people as swiftly as possible.
- You Said: We Did – we have engaged widely on the plans and need to demonstrate how we've listened.

2 BACKGROUND

The Merton Health and Care Plan describes our vision, priorities and actions to meet the health and care needs of local people and deliver improvements in their health and wellbeing through the life stages of: start well, live well and age well. It is a two-year (2019–2021) plan which focuses on the actions, which no single organisation could achieve alone. By working together, we believe health, social care and the voluntary sector can deliver quality health and care services that support local people.

It has been essential to develop this plan with local people – a commitment of all our partners. Between August 2018 and July 2019, we spoke to hundreds of local people to hear what they want from health and care services and to test our ideas at different stages in the development of the plan.

In November 2018, we held an engagement event for local people, health and care staff, and representatives from community organisations. We talked about the kinds of things that no single organisation can achieve alone and how organisations could work better together. We also shared what people had already told us about what they want from local services.

We have used the ideas generated during the event, as well as existing insight, to develop our Health and Care Plan, considering priorities around prevention and early intervention

The plan was published as a discussion document in May 2019 to test it with our partners and those who helped shape it. We used this to continue the conversation - and start talking to people about how to put ideas into action. We did this through a mix of face-to-face discussions, online survey and written feedback – targeting those who attended our deliberative event in November, our Patient Engagement Group, local voluntary and community groups (including Healthwatch and Merton Voluntary Services Council), NHS staff and GPs.

Publishing this plan won't be the end of the conversation and we want to continue to engage with local people and community organisations as we put these plans into action.

3 DETAILS

Communications and engagement representatives from health and care organisations across Merton and Wandsworth meet together on a monthly basis to discuss joint initiatives and where we can work smarter together.

We are all communicating with the same people in the borough so it make sense for us to work together to do that, where it makes sense.

Merton representatives have discussed and propose the following plan for launching the health and care plan. The activities below would be used on a specific launch date to enable us to harness our collective 'communications impact'.

- An infographic style public facing summary document – focusing on the work we are delivering and how priorities have been shaped by discussions with local people
- One 'publically promoted' key action/deliverable from three areas: Start Well, Live Well, Age Well to form a core narrative about the plan's ambitions – to help explain to local people the types of initiatives that are in the plan
- A joint press release targeting local media
- A film using appropriate existing footage of local leaders from the November engagement event and South West London Clinical Conference, with an introduction from the Health and Wellbeing Chair

- Bespoke internal communications content produced by partners to communicate effectively with their staff e.g. videos of leaders talking about plans and explaining what it means for them in particular
- Syndicated external copy to be used across partner channels e.g. newsletters and websites
- Use scheduled events to discuss the plan with local people

4 ALTERNATIVE OPTIONS

- 4.1. A more 'low-key' publication approach could be taken – by simply publishing the document across organisations' websites. However, this could make promotion of delivery milestones going forward more challenging.

5 CONSULTATION UNDERTAKEN OR PROPOSED

- 5.1. Engagement work on the health and care plan is set out above. Communications plans have been developed in partnership by all organisations.

6 TIMETABLE

We propose the launch date takes place at the beginning of November in order to allow the necessary materials to be produced and agreed.

7 FINANCIAL, RESOURCE AND PROPERTY IMPLICATIONS

- 7.1. The financial implications of the activities outlined above will be covered by existing communications budgets.

8 LEGAL AND STATUTORY IMPLICATIONS

- 8.1. N/A

9 HUMAN RIGHTS, EQUALITIES AND COMMUNITY COHESION IMPLICATIONS

- 9.1. N/A

10 CRIME AND DISORDER IMPLICATIONS

- 10.1. N/A

11 RISK MANAGEMENT AND HEALTH AND SAFETY IMPLICATIONS

- 11.1. N/A

12 APPENDICES – THE FOLLOWING DOCUMENTS ARE TO BE PUBLISHED WITH THIS REPORT AND FORM PART OF THE REPORT

- 12.1. Attached Slides that will be presented to HWBB

13 BACKGROUND PAPERS

The Merton Health and Care Plan

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