



*Although a formal committee of the city council, the Health & Wellbeing Board has a remit which includes matters relating to the Clinical Commissioning Group (CCG), the Local Safeguarding Board for Children and Adults as well as Healthwatch. Papers come from a variety of sources. The format for Health & Wellbeing Board papers is consequently different from papers submitted to the city council for exclusive city council business.*

## **1. Brighton & Hove Caring Together: Communication and Engagement Strategy**

- 1.1. The contents of this paper can be shared with the general public.
- 1.2 This paper is for the Health & Wellbeing Board meeting on the 4<sup>th</sup> July 2017.
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## **2. Summary**

- 2.1 The Health & Wellbeing Board has a standing agenda item on Brighton & Hove Caring Together. This is the Communications and Engagement strategy that supports Caring Together.
- 2.2 This is not a static strategy but one that will be reviewed and refined as work progresses,

### 3. Decisions, recommendations and any options

- 3.1 That the Board notes the strategy.
- 3.2 That the Board will receive regular updates on the communications and engagement strategy, any updates and progress.

### 4. Relevant information

- 4.1 Caring Together is a programme that builds on work already underway in Brighton & Hove to improve local health and social care for the entire population.

It involves looking at the health and care needs of everyone in the city and sets out how we can improve and transform adult and children's services, physical and mental health, social care, public health, GPs, pharmacies, community, voluntary sector and hospital services.

- 4.2 Caring Together is led by NHS Brighton and Hove Clinical Commissioning Group (CCG) and Brighton & Hove City Council, alongside the local hospital, community and mental health Trusts, working in partnership with Brighton and Hove Healthwatch and representatives from the local community and voluntary sector.
- 4.3 Caring Together supports wider plans to transform health and care services across Sussex and will help us respond to the rising demand on services, whilst managing a restricted budget.
- 4.4 Some engagement with local people took place at the end of 2016 about the aims and objectives of Caring Together and a programme description was approved by the CCG's governing body in March.

More detailed plans are now being developed and this needs to be done alongside engagement with the public, patients, the community sector, Healthwatch, GPs and other key stakeholders in the coming months.

- 4.5 This strategy sets out how this engagement will be carried out by both the CCG and local authority. It sets out five high-level communications and engagement objectives and the actions that will be taken throughout the rest of 2017 and early 2018.

The strategy (which is in Appendix 1) is presented in three sections:

**Where we are now** – reviewing the background and context of the current levels of public engagement and what we now need to do



**What we want to achieve** – identifying our objectives, what success looks like and the audiences we want to engage with

**What we are going to do** – identifying the actions that will be taken to achieve the objectives of this strategy

- 4.6.1 This strategy will be updated and adapted regularly as a result of feedback and evaluation of the communications and engagement methods and channels being used.

## **5. Important considerations and implications**

Legal:

- 5.1 There are no direct legal implications arising from the strategy.

Lawyer consulted:      Natasha Watson                      Date: 3.07.17

Finance:

- 5.2 There are no direct financial implications at this stage and the strategy will be delivered within the overall budget resources available.

Finance Officer consulted:      Sophie Warburton                      Date: 3.07.17

Equalities:

- 5.3 The strategy is aimed at ensuring all protected characteristics groups are involved in the Big Conversation.

Sustainability:

- 5.4 There are no implications within the strategy.

Health, social care, children's services and public health:

- 5.5 These are all included within the strategy.

## **6. Supporting documents and information**

- 6.1 The Communications and Engagement Strategy is attached.



