Hywel Dda Health Board Communications & Engagement plan – Five Year Framework - 2010-2011

"Five Year Framework – Right care, right place, right time – every time".

Hywel Dda Health Board is looking at the way health care services are provided to people within our communities. The Five Year Framework explains our vision to place service delivery at the heart of your local community responding directly to the challenges set out in the Rural Health Plan for Wales.

To achieve this vision, Hywel Dda will need to focus more of its resources on local services delivered by primary, community, social care teams and the voluntary sector (or third sector). Delivering a health system focused on care closer to home will require support from the population of Carmarthenshire, Ceredigion and Pembrokeshire, as well as stakeholders. The key driver for change is the opportunity to improve the quality and the safety of health services.

The Health Board is committed to a planned scheme of engagement and communication with service users, stakeholder and staff and plans to build further on the engagement which has already taken place. To achieve this, there will be an on-going, planned programme of events and activities over the coming months. These include:

- Staff engagement forums – August 2010 until May 2011
- Clinical Think Tanks – ongoing
- Ongoing development of the plan through the work of the Voluntary Sector Co-design Steering Group and associated sub-groups
- Presentations to Health Social Care & Well Being Voluntary Groups from December 2010 and in the new year to wider community groups
- Monthly updates to all key stakeholders
- Ongoing discussions with partners (individual and group meetings) -
- Information stands at Outpatients at each DGH – monthly – starting February 2011 until March 2011
- Service user engagement to inform the work of the Health Board Clinical Programme Groups

- Citizens' Panels – survey questions – late 2010/early 2011
- Stakeholder Reference Group - updates

The Health Board recognises the importance of feedback and will be using a number of methods to ensure that the views of service users, stakeholder and staff are fed back in to service planning for the Five Year Framework. In addition there will be a number of methods used to ensure that those who engage with us, receive feedback on how their views have been used. We intend to produce/develop:

- Community Newsletter/Information Leaflet for wide dissemination to public, patients, partners and key stakeholders
- Monthly update report on Communications & Engagement activities on Five year Framework. These will be distributed to partners (CHC, Local Authority, Voluntary Sector, other Health Boards etc.), AMs/MPs, Independent Members, Partnership Forum and other staff
- Press releases and case studies
- Bi-monthly LHB Board briefings
- Bi-monthly Strategy and Planning Committee briefings
- Articles for Staff Newsletter – Hywel's Voice and Hywel's E-voice
- Team briefings
- Staff Bulletins as required
- Website pages with public feedback form
- Intranet pages with staff feedback form
- Chairman's Blog
- Payslip Messaging Pointers
- Use of Partner Websites and publications

The plan will be reviewed in May/June 2011 following an evaluation of engagement and communications from December 2010-May 2011. Outlined below is an outline of planned communications, engagement and feedback activities for the coming months.

Hywel Dda Health Board Public and Patient Engagement and Communications Plan – Five Year Framework – 2010-2011

Month	Intended Activity	Intended Feedback Mechanism
Public and Patient Engagement / Key Stakeholder Engagement		
December 2010	HSC&WB Groups – Pembrokeshire w/c 22.11.10 HSC&WB Groups – Ceredigion w/c 29.11.10 HSC&WB Groups – Carmarthenshire w/c 6.12.10 Email invitation and supporting documents for presentation re the draft 5 Year Framework	Documents available on Hywel Dda health Board web-site and intranet
	December Update Email invitations including key documents relating to the Five Year Framework and the offer of presentations to third sector (Voluntary and Community groups) with an interest in health were sent out via the Building Strong Bridges Facilitators, based at each of the Community Voluntary Councils in each county. A Clinical Support Services Think Tank was held in December.	
January 2011	Email invitation and supporting documents for presentation re the draft Five Year Framework Stakeholder Reference Group – update	Regular update report on Comms and Engagement activities to be prepared and posted on intranet and internet sites when appropriate
	January Update Requests for presentations on the Five Year Framework are being scheduled. Presentations on the Five Year Framework were given to: - South East Pembrokeshire Health Network. - CAVS.	

February 2011	'Have your say!' –outpatient information stand on scheduled dates in each DGH during February Director/Senior manager led engagement events at request of stakeholders	Paper to Strategy and Planning Group outlining main themes/pertinent issues arising from Stakeholder engagement events (meeting scheduled for 1st February 2011) Update report on Comms and Engagement activities to be prepared and posted on intranet and internet sites when appropriate
	February Update A paper providing an update on the Five Year Framework was developed for the Strategy and Planning Committee. Requests for presentations on the Five Year Framework are being scheduled. Presentations on the Five Year Framework were given to: - British Lung Foundation. - Pembrokeshire Federation of Women's Institutes. - Carmarthenshire Outpatients User Group. A "Have Your Say" Stand was set up at Withybush General Hospital during February.	
March 2011	'Have your say!' –outpatient information stand on scheduled dates in each DGH during March Director/Senior manager led engagement events at request of stakeholders	Paper to Strategy and Planning Group outlining main themes/pertinent issues arising from Stakeholder engagement events (meeting scheduled for 29th March 2011) Briefing paper/consultation plan for Public Board meeting – March 31st 2011 Update report on Comms and Engagement activities to be prepared

		and posted on intranet and internet sites when appropriate
	March Update Email invitations including key documents relating to the Five Year Framework and the offer of presentations to wider third sector (Voluntary and Community Groups) were sent out via the Community Voluntary Councils in each county. In total, over 1,000 Third Sector Groups have been invited to have a presentation on the Five Year Framework. Requests for presentations on the Five Year Framework are being scheduled. Presentations on the Five Year Framework were given to: - Gwalia Housing. "Have Your Say" Stands have been set up at the following Hospitals during March: - Bronglais - Prince Philip Hospital - Withybush General Hospital	
April 2011	'Have your say!' –outpatient information stand on scheduled dates in each DGH during April Director/Senior manager led engagement events at request of stakeholders	Update report on Comms and Engagement activities to be prepared and posted on intranet and internet sites when appropriate
	April Update Requests for presentations on the Five Year Framework are being scheduled. Presentations on the Five Year Framework were given to: - St David's City Council - Montgomery CHC Following a review of the Have Your Say Events at the hospitals, it was agreed not to continue this for the remainder of the Communications and Engagement Plan.	

May 2011	'Have your say!' –outpatient information stand on scheduled dates in each DGH during May Director/Senior manager led engagement events at request of stakeholders	Paper to Strategy and Planning Group outlining main themes/pertinent issues arising from Stakeholder engagement events (meeting scheduled for 23rd May 2011) Briefing paper for Public Board meeting – 26th May 2011 Update report on Comms and Engagement activities to be prepared and posted on intranet and internet sites when appropriate
	May Update	
June 2011	'Have your say!' –outpatient information stand on scheduled dates in each DGH during June Director/Senior manager led engagement events at request of stakeholders	Update report on Comms and Engagement activities to be prepared and posted on intranet and internet sites when appropriate
	June Update	
Staff Engagement		
December 2010	Director led - Staff engagement forums Clinical Think tanks - Support Services – 9-12-10 Staff Partnership Forums - briefing	
January 2011	Staff engagement forums - County Management led,	

	with Executive Team involvement - Clinical Think tanks – 20-1-10 Surgical Services, Orthopaedics 18th January - Primary Care Clinical Think Tank 19th January - Primary Care Clinical Think Tank	

February 2011	Staff engagement forums – County Management led, with Executive Team involvement The following Think Tanks were held: - North Ceredigion Think Tank - Ceredigion GP Primary Care Think Tank - Carmarthenshire GP Primary Care Think Tank	
March 2011	Staff engagement forums – County Management led, with Executive Team involvement The following Think Tanks were held: - Ophthalmology Think Tank	
April 2011	Staff engagement forums – County Management led, with Executive Team involvement	
May 2011	Staff engagement forums – County Management led, with Executive Team involvement	
June 2011	Staff engagement forums – County Management led, with Executive Team involvement	

Third Sector Co-design Steering Group		
December 2010	14th December Third Sector Co-design Steering Group	Briefing papers to CVC staff Briefings to be published on intranet/internet sites
January 2011	17th January Third Sector Co-design Steering Group	Briefing papers to CVC staff Briefings to be published on

		intranet/internet sites
February 2011	14th February Third Sector Co-design Steering Group	Briefing papers to CVC staff Briefings to be published on intranet/internet sites
March 2011	14th March Third Sector Co-design Steering Group	Briefing papers to CVC staff Briefings to be published on intranet/internet sites
April 2011	11th April Third Sector Co-design Steering Group	Briefing papers to CVC staff Briefings to be published on intranet/internet sites
May 2011	9th May Third Sector Co-design Steering Group	Briefing papers to CVC staff Briefings to be published on intranet/internet sites Final meeting to approve final report and recommendations to Strategy and Planning sub committee and other key meetings
Hywel Dda Health Board – Community Health Council		
December 2010		
January 2011	6th January – Ceredigion Local Committee 11th January – Carmarthenshire Local Committee 13th January – Pembrokeshire Local Committee 20th January – Planning Committee 27th January – Health Board Meeting	

February 2011		
March 2011	1st March – Ceredigion Local Committee 8th March – Carmarthenshire Local Committee 10th March – Pembrokeshire Local Committee 17th March – Full CHC Council 24th March – Planning Committee 31st March – Health Board Meeting	
April 2011		
May 2011	3rd May 2011 – Ceredigion Local Committee 10th May 2011 – Carmarthenshire Local Committee 12th May – Pembrokeshire Local Committee 17th May – Planning Committee 26th May - Health Board Meeting	
June 2011		

Stakeholder Reference Group - further dates to be added as available		
January 2011	January 14th 2011 - Stakeholder Reference Group	Board briefing
February 2011		
March 2011	29th March 2011 - Stakeholder Reference Group	Board briefing
April 2011		
May 2011	3rd May 2011 - Stakeholder Reference Group	Board briefing
June 2011	tbc	
Local Service Board (LSBs) - further dates to be added as available		

January 2011	26th January 2011 - Carmarthenshire LSB	
February 2011		
March 2011	22 March 2011 - Pembrokeshire LSB 23rd March 2011 - Carmarthenshire LSB	
April 2011	11th April 2011 - Ceredigion LSB	
May 2011	18th May - Carmarthenshire LSB	
June 2011		
Health, Social care and Wellbeing Partnerships (HSC&WB) - further dates to be added as available		
January 2011	6th January - Carmarthenshire Health and Social Care Partnership Board	
February 2011	8th February 2011, Pembrokeshire HSC&WB Partnership Board Meeting 17th February - Carmarthenshire Health and Social Care Partnership Board	
March 2011	10th March - Carmarthenshire Health and Social Care Partnership Board 17 / 18th March - HSC&WB Executive / Partnership Board Meeting **to be confirmed**	
April 2011	21st April - - Carmarthenshire Health and Social Care Partnership Board	
May 2011	9th May Pembrokeshire HSC&WB Partnership Board Meeting	

	12th May- Carmarthenshire Health and Social Care Partnership Board 20th May HSC&WB Executive Board Meeting **to be confirmed**	
June 2011	9th June - Carmarthenshire Health and Social Care Partnership Board	
Citizens' Panels		
December 2010	Ceredigion Citizens' Panel – Survey 8 – Questions submitted Pembrokeshire Citizens' panel – Survey 18 – questions to be submitted by 9-12-10	Results expected end of February 2010. Paper to be submitted to March Strategy and Planning Group Results expected end of march 2010 – to be submitted to Strategy and Planning in May 2011. Publish final reports on web-site
January 2011	Carmarthenshire Citizens panel – Survey 31 – submit questions	Results expected Mid April 2011 –to be submitted to Strategy and Planning in May 2011 Publish final reports on web-site
February 2011		
March 2011		
April 2011	Pembrokeshire survey 19 – submit questions Ceredigion survey 9 – submit questions	Results expected mid July 2011 Results expected beginning of July 2011 Submit to Strategy and Planning Group July-September 2011
May 2011	Carmarthenshire survey 32 – submit questions	Results expected mid may 2011

		Submit to Strategy and planning Group - September 2011
June 2011		
Communication Tools		
December 2010	Update to all key partners (CHC, Local Authority, Voluntary Sector, other Health Boards etc.) Update to AMs/MPs/WAG Press releases and case studies Website pages with public feedback form Intranet pages with staff feedback form Chairman's Blog Partner Websites and publications	
January 2011	Update to all key partners (CHC, Local Authority, Voluntary Sector, other Health Boards etc.) as required Update to AMs/MPs/WAG as required Press releases and case studies Hywel's Voice – hard copy/electronic Team Brief/Hywel's E-Voice Website pages with public feedback form Intranet pages with staff feedback form Chairman's Blog Payslip Messaging Pointers Partner Websites and publications Update to Health Board, Independent Members and Partnership Forum as required	
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	Voluntary Sector, other Health Boards etc.) as required Update to AMs/MPs/WAG as required Staff bulletin as required Press releases and case studies Website pages with public feedback form Intranet pages with staff feedback form Chairman's Blog Payslip Messaging Pointers Partner Websites and publications Update to Health Board, Independent Members and Partnership Forum as required	
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