

Item No. 8.	Classification: Open	Date: 19 December 2013	Meeting Name: Health and Wellbeing Board
Report title:		Proposed stakeholder engagement programme for refreshing Joint Health and Wellbeing Strategy	
Wards or groups affected:		All	
From:		Romi Bowen, Strategic Director of Children's and Adults' Services, and Alvin Kinch, Healthwatch Southwark Manager	

RECOMMENDATIONS

1. The board is requested to:
 - a) Approve the proposed approach to stakeholder engagement to support the refresh of the Joint Health and Wellbeing Strategy from 2014, as set out in the report
 - b) Nominate representatives from their organisations to provide expert input into the programme's development and to lead activities as part of the programme, as set out in paragraphs 15-16
 - c) Request a report back on findings in March 2014.

EXECUTIVE SUMMARY

2. This paper sets out proposed approach to engaging stakeholders' views as part of the development of a new Joint Health and Wellbeing Strategy (JHWS) from 2014.

BACKGROUND INFORMATION

3. At the July meeting, the health and wellbeing board agreed a one-year JHWS, and that this would act as both a planning framework for partners' individual and collective actions over 2013-14, acts as a planning framework for developing a new JHWS for implementation from 2014. This approach is intended to enable the strategy's priority objectives to be more fully explored with our communities and stakeholders, in order to get behind the headlines and so better understand what is working well and what needs to change.
4. As a result, it is intended that the resulting refreshed strategy will be:
 - a) Co-produced: by our communities and with partners based on hard evidence and learning from people's perceptions and experiences of care services
 - b) Strategic: recognising the roles and accountabilities of partners, and where together we can make the most difference in the short, medium and long term
 - c) Holistic: working together to understand how we can make the most

difference to residents' lives by looking at their needs in the context of their community and life course, and our local choices for prevention and treatment

5. At the October meeting, it was further agreed that Healthwatch Southwark would support the development of the stakeholder engagement programme as part of the refreshed strategy's development.

KEY ISSUES FOR CONSIDERATION

6. It is proposed that the intelligence-gathering phase of the JHWS's refresh has three strands, with each informing and influencing the other strands:
 - a) Analysis of impact locally of local and national policy and performance drivers and issues
 - b) Joint strategic needs assessment (JSNA) led by the director of public health and data 'deep dives' on the journeys of key cohorts to identify common experiences of current service design, pathways and outcomes
 - c) Service user experience, as collected through a stakeholder engagement programme.

National and local policy and performance drivers

7. Nationally, the agenda continues to shift radically and at pace, with reform across all parts of the system, from children to adults, from universal to specialist, and all delivered within unprecedented budget reductions. This has included significant structural reforms, in particular to the health service, with resulting diversification and fragmentation of provider, funding and regulatory requirements.
8. These structural reforms are driven by the need for a more holistic approach to health, care and support needs, one that puts the needs and experience of people at the centre of how services are organised and delivered. These ambitions are very wide-ranging, underpinning reform across health, education and social care systems for children, young people, families, adults and older people alike. A key driver underpinning these developments is how the local system can respond to the needs of an overburdened health and social care system, which is faced by rising demand, variability in quality and patient outcomes, rising population expectations, falling resources and increasing complexity in diagnosis and treatment.
9. In addition, the regulatory bar continues to rise with new inspection frameworks across health and social care from Care Quality Commission, as well as Ofsted's revised regimes for children's centres, education providers and social care. These increasingly focus on the impact services have on improving the experience and outcomes of residents and service users. Underpinning these regulatory and legislative changes is a sharper focus on improving outcomes for vulnerable cohorts, from disadvantaged two-year olds to the frail elderly or adults with challenging behaviours. A wide range of legislative reforms, for example, are also fundamentally redrawing entitlements and responsibilities, including the Care Bill and the Children and Families Bill, alongside national responses to the Francis Enquiry and Winterbourne View.
10. The local system continues to respond robustly to these challenges, and these will form the starting point for refreshing the JHWS, for example the primary and

community care strategy, the CCG integrated plan, Council Plan and the Children and Young People's Plan.

11. These strategies are underpinned by a detailed understanding of local needs, with the JSNA reinforcing the evidence of high levels of need, health inequalities and challenge in this diverse borough. Although improving, health challenges remain including high childhood obesity and teenage conceptions rates as well as smoking, adult obesity and early deaths from cancer, liver and respiratory disease. Mental health, substance misuse, domestic abuse and poverty all further exacerbate known health inequalities.
12. The proposed stakeholder engagement programme will be guided by the above drivers, seeking to get behind the facts and figures to understand the stories behind them. We are not starting from a blank slate, and the proposed programme will build on existing strong service user voice, for example:
 - a) JSNA evidence and public health community engagement such as through obesity review
 - b) CCG engagement activity underpinning the primary and community care strategy, and integrated plan
 - c) 1,000 journeys through Children and Young People's Plan
 - d) Southwark and Lambeth Integrated Care engagement programme
 - e) Healthwatch Southwark engagement activities and intelligence
 - f) Needs assessments for redesign of services including sexual health, substance misuse, and child and adolescent mental health
 - g) Community engagement activity in support of and partnership with voluntary, community and faith groups, in line with council priorities
 - h) Other local learning such as Health and Adult Social Care Communities and Citizenship Scrutiny Sub-committee review intelligence

Engagement themes and methodology

13. In analysing the above drivers and issues, it is proposed that the following themes form a framework for the stakeholder engagement programme:
 - a) Health and social care:
 - Primary and community care
 - Urgent and emergency care
 - Frail elderly
 - b) Adult and community health and wellbeing:
 - Unhealthy/healthy lifestyles, and wider determinants of health
 - Adults with long term conditions and those dying prematurely
 - Adult mental health
 - The impact of community, cultural and economic needs on health and wellbeing
 - Access to services and perceptions of high-quality services
 - c) Child health and wellbeing:
 - Young people and adults with special educational needs, learning difficulties or disability
 - Child and young people health, particularly risky adolescent behaviour and child mental health

14. It is proposed that the open-ended methodology used for the 1,000 journeys, for the Children and Young People's Plan, is used as the basis for this programme. The methodology asks participants to share a story, highlighting their highs, lows and what could have been different. The learning from previous programmes is that the richness of feedback and community insights depends more on who you ask to tell you story. Therefore the above themes will guide the selection of events and population groups to engage.
15. In order, therefore, to ensure that the above proposed themes are appropriately developed for maximum impact, members are asked to nominate representatives from their organisation to provide expert input partners to guide the insight being sought from stakeholders' stories. Healthwatch Southwark will lead this work on behalf of the board, with coordination support from the local authority.
16. The stories will be collected using a range of methods, including online questionnaires, one-off high-profile events and smaller-scale focus groups. These will include standalone activity as well as community outreach and utilising existing service offerings (for example day service community events). The programme also evolves as stories are collected, with insights from residents shaping additional events or focus groups. The programme's success depends on widespread access to residents, staff and practitioners to collect their stories. Members are therefore asked to ensure their nominated representative leads relevant activities, such as promoting events, offering slots for sessions, and providing leadership in respective agencies.
17. It is anticipated that the programme of engagement will take place through January and February, with ongoing analysis of emerging themes and issues shaping the JSNA cycle and development of the refreshed strategy.

Policy implications

18. The proposals in this report are intended to support the development of the JHWS, which is a key strategic policy and planning framework for the local health and wellbeing system. It is intended that, by ensuring user voice is at the heart of the strategy development, that the resulting strategy is grounded in the experience of residents, thus ensuring their voice shapes service development and improvement planning. It is also intended that the rich body of evidence collected will support all partners in future service planning, by providing insights into the experiences of users and residents. In addition, partners' engagement in the engagement programme is intended to further strengthen their commitment to working together in achieving the shared aims and objectives of the board.

Community impact statement

19. There are substantial health inequalities in Southwark. Those on lower incomes, with disabilities, some ethnic groups and those who are vulnerable and likely to suffer poor health and wellbeing and/or die young. There are also specific inequalities between gender, ethnicity and sexual orientation groups. The JHWS embeds a commitment to reducing these inequalities with a common aim that as a result of the strategy these inequalities are lessened. The proposed stakeholder engagement programme set out in this report supports this ambition by ensuring that users' experiences and voice are at the heart of partners' vision and service development proposals. Community and equality impact

assessments will be undertaken as the programme is developed, to ensure that all statutorily defined groups and local communities are equally able to contribute and be heard through the engagement programme and strategy development.

Legal implications

20. There are no legal implications contained within this report.

Financial implications

21. Implementing the stakeholder engagement programme as outlined in this report is likely to have cost implications. It is anticipated that these will be met through existing council and partner resources.

BACKGROUND DOCUMENTS

Background Papers	Held At	Contact
None		

APPENDICES

No.	Title
None	

AUDIT TRAIL

Lead Officer	Romi Bowen, Strategic Director of Children's and Adults' Services, and Alvin Kinch, Healthwatch Southwark Manager	
Report Author	Elaine Allegretti, Head of Strategy, Planning and Performance, Children's and Adults' Services	
Version	Final	
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Key Decision?	No	
CONSULTATION WITH OTHER OFFICERS / DIRECTORATES / CABINET MEMBER		
	Officer Title	Comments Sought
		Comments Included
	Director of Legal Services	No
	Strategic Director of Finance and Corporate Services	No
	Strategic Director of Children's and Adults' Services	Yes
		Yes
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