

Sefton Health Communications, Engagement and Information Group

Quarterly update to HWBB

Introduction

Sefton Health Communications, Engagement and Information Group was established in response to the COVID-19 pandemic. It intended to formalise a Sefton-wide network for the co-creation and cascade of health and care communications, whilst addressing inequalities in health communication

Prior to the pandemic, Sefton Health and Wellbeing Board members mandated the establishment of a communications group to support joint work and longer-term, support the Sefton Health and Wellbeing (HWB) Board to deliver joint priorities from the HWB strategy and Sefton2gether plan.

The group's terms of reference were updated and agreed at the Sefton Partnership Task and Finish Group in June and its roles now include supporting the development and delivery of a communications and engagement strategy for the partnership.

The group is co-chaired between Public Health at Sefton Council and communications and engagement at NHS South Sefton and NHS Southport and Formby CCGs. Members comprise communications and engagement representatives from local NHS services and the council, members of the council's Public Health team and representatives from Sefton CVS and Healthwatch Sefton.

The group meets fortnightly and will provide Sefton Health and Wellbeing Board with quarterly updates on its activities for the preceding quarter.

Updates

Pandemic response

- The group supported the communications and engagement for Sefton's outbreak management plan and health protection response, cascading information across partner networks.
- The group supported the vaccine delivery programme in Sefton by gathering and sharing data and insights on vaccine hesitancy and rates of infection, to shape the communications and engagement outputs and target messages to those in need.
- The group has produced regular information packs and toolkits for cascade across a broad network of community gatekeepers including VCF partners

Place partnership communications and engagement

- Group members from across health, care and VCF sectors in Sefton took part in environment scanning workshops to map and prioritise stakeholders and conduct a



PESTLE analysis to help inform the Sefton partnership communications and engagement strategy.

- Members have audited communications and engagement channels and structures to support a system approach and help commissioners and operational staff with their engagement.
- Utilising the combined footprint of group partners, updates about ongoing work to establish the Sefton partnership have been cascaded to potentially around 37,300 people working in organisations that provide support to residents of the borough.
- A task and finish group to support how the partnership engages with people and communities has been established between the CCG, Sefton Council and Healthwatch Sefton.

Health related communications and engagement

- The group has supported partners in developing and communicating health information for cascade across partner stakeholders to maximise reach and provide targeted in-reach into marginalised groups, on topics including:
 - Stay well in winter
 - Flu
 - Self care
 - Stroke services
 - Adult social care referrals
 - Mental health (via Sefton in Mind)
 - Safeguarding
- A task and finish group has been established to lead on developing and delivering a winter communications strategy to support the health and wellbeing of residents.

Further information

Updated terms of reference for the group and the Sefton place communications and engagement organisational chart outlining how the group links to wider communications and engagement cells are included in the appendices.

Appendices

Appendix 1: Sefton Health Communications, Engagement and Information Group Terms of Reference



Sefton Health
Communications En

Appendix 2: Sefton Place Communications & Engagement Organisational Chart



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