

Sefton Health Communications, Engagement and Information Group

Quarterly update to HWBB: March 2022

Introduction

This quarterly report provides members of the Health and Wellbeing Board with an update on the work of Sefton Health Communications, Engagement and Information Group (SHCEIG).

SHCEIG was mandated by Sefton Health and Wellbeing Board to support the delivery of joint priorities from the HWB strategy and Sefton2gether. The group has formalised a Sefton wide network for the co-creation and cascade of health and care communications, whilst addressing inequalities in health communication. Its roles include supporting the development and delivery of a communications and engagement strategy for Sefton Partnership, led by the CCG/LA Senior Communications & Engagement Group (see Appendix: Sefton Place Communications & Engagement Organisational Chart).

SHCEIG is co-chaired by the head of communications and engagement at NHS South Sefton and NHS Southport and Formby CCGs and the health protection lead from Sefton Council's Public Health team and it meets fortnightly. Members comprise communications and engagement representatives from local NHS services, the council, and representatives from Sefton CVS and Healthwatch Sefton.

Update

Achievements since last report (December 2021)

- The group has produced information packs and toolkits on COVID-19 measures, winter vaccinations (COVID-19 and flu) and other public health priorities for cascade across a broad network of community gatekeepers, including VCF partners.
- Supported with the Sefton Partnership design of Orcha health app library and launch planning.
- Co-produced case study film on Care Home Cell to illustrate the working of the Sefton Partnership.
- Partner briefings cascaded to up to 37,500 members of staff in partner organisations:
 - December 21: provided progress highlights to date and key areas of focus for the new year.
- Winter pressures task and finish group delivered communications plan to signpost to appropriate services and support good health and wellbeing, coordinated across the Sefton Partnership.
- People and communities task and finish group conducted a self assessment against national ICS implementation guidance on working with people and communities and the Cheshire and Merseyside Health and Care Partnership maturity framework. This self assessment concluded that structures for external engagement are at 'established' level.

Next steps

- Following self assessment, the people and communities task and finish group is developing a workshop for commissioners on how they can engage with people and communities.
- The people and communities task and finish group is also contributing to an Engagement and Patient Experience Group session to discuss future role of the group in supporting Sefton Partnership around involvement and insight, linking with population health management.
- Launch and ongoing promotion of the Sefton Partnership Orcha health app library
- Supporting the launch and ongoing promotion of Schwartz Rounds, celebrating care, compassion and empathy in support of Sefton Partnership health and care colleagues.
- Bi-monthly partner briefings – next to provide an overview of progress in developing the Sefton Partnership Collaborative Agreement and share a Care Home Cell case study.

Appendix:

Sefton Place Communications & Engagement Organisational Chart



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