

Sefton Health Communications, Engagement and Information Group

Quarterly update to HWBB: June 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 (March 2022)

- The SHCEIG has produced information packs and toolkits on COVID-19 vaccinations, Living with COVID-19, information on accessing health advice and services over Easter and other public health priorities for cascade across a broad network of community gatekeepers, including VCF partners.
- Urgent/Emergency Care Working Group have co-created a leaflet aimed at promoting good health and wellbeing and signposting to appropriate health and care services which has been distributed to key areas across Sefton.
- The People and Communities Working Group has provided a briefing on content from a recent King's Fund Conference and learnings for Sefton Partnership, PMO and the Engagement and Patient Experience Group (EPEG).
- The group has supported the launch of Sefton Partnership's Orcha health app library, the introduction of Schwartz Rounds for staff members celebrating care, compassion and empathy and the announcement of the designate director of place.
- As well as engaging with partners on developments at Sefton Partnership, the ICB and the Children's and Young People's Improvement Board, the group has connected with new colleagues from Southport and Ormskirk Hospital's Maternity Voices Partnership, new drug & alcohol service - Change Grow Live and Merseyside Police and Crime Commissioner's office regarding future Safer Streets campaigning.
- Three partner briefings about Sefton Partnership's development and work have been cascaded to up to 37,500 members of staff in partner organisations.

Next steps

People and Communities Working Group:

- *Insight tool pilot* - training sessions have been run with different frontline teams on how to use the tool and data collection now beginning.
- *EPEG* – the group will continue to feed into this group as it reshapes to better support Sefton Partnership's work (Terms of reference are being reviewed and updated to reflect future needs and the revised TOR will feed into the governance design workstream for Sefton Partnership).

Urgent and Emergency Care Communications Working Group:

- Coordinating and sharing information and materials to signpost residents to appropriate alternatives to A&E and advice to support self care and good health and wellbeing ahead of the Jubilee Bank Holiday weekend.

Communications and Engagement Working Group:

- Continues to lead the development of a co-produced communications and engagement strategy (with SHCEIG) to support the objectives of Sefton Partnership, whilst aligning to ICB engagement framework and national guidance.
- Creation of updated draft generic presentation slide deck outlining the background and high level aims of Sefton Partnership.

- Workshop held on the continued development of the Engagement and Patient Experience Group (EPEG) to continue to support Sefton Partnership in providing insights and patient and community involvement. People and Communities Working Group involved in the session.
- The Communications and Engagement Working Group has created a presentation for Health and Wellbeing Board and CCG governing bodies outlining the transition of local health services from CCGs and the role of Sefton Partnership.

Appendix:

Sefton Place Communications & Engagement Organisational Chart



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