



Sefton Health Communications, Engagement and Information Group: Quarterly update to HWBB

September 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 Local NHS/LA Senior Communications & Engagement Group (see Appendix: Sefton Place Communications & Engagement Organisational Chart).

SHCEIG is co-chaired by Sefton's head of communications and engagement for NHS Cheshire and Merseyside and a member of 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 (June 2022)

- Coordinated and shared 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.
- Supported the establishment of Sefton Partnership as part of Cheshire and Merseyside ICS with communications materials including:
 - Press release on transition of health services and role of Sefton Partnership released and covered locally
 - Former CCG social media platforms transferred to support Sefton Partnership
 - Social media content published and shared across partner networks
 - Examples of partnership work produced to illustrate positive impact on Sefton residents
- Supported the cascade of heat health messages from Public Health and NHS to community partners during recent heat waves.
- Supported the promotion of pop-up COVID-19 vaccinations and health checks at Strand Shopping Centre and Netherton Activity Centre to target Sefton communities with lower vaccine uptake.
- Promoted local engagement with the LUHFT service reconfiguration public consultation resulting in around 40% of responses in the first few weeks coming from Sefton residents.
- Supported the promotion of Mersey Care NHS FT's two-

Next steps

- Co-producing the narrative and principles for how Sefton Partnership will deliver on its strategy vision has been created. The narrative will be developed by drawing from existing materials, such as the collaborative agreement and ICB engagement strategy, from programmes in development, like the Delivery Plan and through engaging with key groups such as staff, communities and stakeholders.
- Building on existing work to support residents to understand the pressures to primary care and how to access them since the pandemic, to raise awareness of some new roles within primary care such as social prescribers, paramedics, out of hours service, care co-ordinators, physiotherapists, and pharmacists. This will be promoted to residents and partners in Sefton to highlight the roles and how they can help people.
- Supporting the cascade and localising, messages to support the ICB winter pressures communications strategy.
- Preparing for how the Autumn COVID-19 boosters will be rolled out in Sefton and working with Public Health on the plans for the flu vaccines which will run in conjunction with this.
- The next ICB Board meeting will be on Thursday 29 September and will be held at Bootle Town Hall. The meeting will comprise a private and a public aspect on the agenda including a 'market place' to showcase some

hour urgent community response service and Long COVID service to health and care teams across Sefton leading to positive impact on referrals.

- Provided local knowledge to support Roy Castle Lung Cancer Foundations community engagement activities as part of the ICBs Targeted Lung Health Checks in Sefton.
- Helped to identify relevant teams across organisations to test the pilot of the community insight tool developed by Sefton CVS for Sefton Partnership.
- Supported the co-production of the communications and engagement strategy and social media strategy for Sefton Partnership.

of our collaborative work across the Sefton Partnership

Appendix:
Sefton Place Communications & Engagement Organisational Chart



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