



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

December 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.

SHCEIG is currently chaired by Sefton's head of communications and engagement for NHS Cheshire and Merseyside and it meets fortnightly, soon to change to monthly. 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 (September 2022)

- Sharing and co-ordinating the winter comms plans for Sefton working with partners and NHS Cheshire and Merseyside, including COVID-19 and flu vaccinations - ongoing until March 2023. Comms toolkits are being shared.
- Shared and received feedback on the co-produced Sefton Partnership communications and engagement strategy. This is now being reviewed with further feedback and looking at in line with the NHS Cheshire and Merseyside engagement framework.
- Supported the promotion of COVID-19 vaccinations and health checks on the Living Well bus organised by Cheshire and Wirral Partnership NHS Foundation Trust to target Sefton communities with lower vaccine uptake.
- Promoted the Sefton Council's cost of living website page to assist residents with fuel and energy bills, FAQ and warm spaces: <https://www.sefton.gov.uk/costofliving>
- Shared and promoted Sefton CVS and Sefton Council's warm spaces press release and web page: seftoncv.org.uk/warmspaces, signposting residents to warm places they can go if they are struggling to warm up their homes and to enjoy a hot drink in others company.
- Worked with the group on the market place stalls for our ICB meeting held in Sefton on 29 September. The event went well and we received positive feedback from the board members. We had a wide representation of local

Next steps

- 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.
- Building a more permanent website for Sefton Partnership working with I Merseyside and partners.
- Launch of Sefton partnership stakeholder bulletin to include top news from NHS Sefton place within the ICB and linking to partner newsletters to share their news.
- The draft Terms or Reference for our Engagement Patient and Experience Group (EPEG) are being approved to support the transition to NHS Cheshire and Merseyside – the group will be renamed 'people and communities' and be widened out to add more of our partners and providers to the membership subject to Sefton Partnership approval from March 23.

organisations and providers at the event to showcase the support available to Sefton residents.

- Shared and supported the information of the move to the new Royal Hospital working with LUHFT.
- Shared and promoted the enhanced access service reminding residents that appointments are available in the evenings and at weekends across Sefton.
- We launched the Sefton Partnership interim website in November. This has been shared with partners and feedback is welcomed as we look at a more permanent platform: www.seftonpartnership.org.uk

- We are working on a plan to improve our approach to our communication and engagement strategy to capture the views and wishes of those within our communities.

This will include working with our People and Communities group to ensure the citizen voice is embedded within neighbourhood and place arrangements driving priorities and ensuring public voice involvement in design and decision making going forward.

We will aim to ensure anything we design, deliver and improve will be shaped through co-production with our communities utilising our existing networks for effective reach into communities.

- We aim to ensure that our approach to communication, engagement and co-design continues going forward.