



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

March 2023

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 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 (December 2022)

- We continued to share and co-ordinate winter communications plans and toolkits for Sefton working with partners and NHS Cheshire and Merseyside. This has included promoting COVID-19 and flu vaccinations - ongoing until March 2023.
- We continued to support the promotion of NHS health checks and COVID-19 vaccinations on the Living Well bus organised by Cheshire and Wirral Partnership NHS Foundation Trust to target Sefton communities with lower vaccine uptake.
- We heard from partners on various campaigns and we are sharing information about them across our networks. Some notable examples include 'Simple Things' from CHAMPS on how easily germs are spread on the likes of self service machines and escalators, Public Health's mental wellbeing 'We're Here' campaign that will be starting in March / April time and the Sefton CVS led 'Warm Spaces' that's providing a network of warm, safe and welcoming places for some of our most vulnerable residents.
- We heard from Public Health on their mental health support for children and the snapshot leaflet that has been created. Group members will be cascading this information within their organisations and seeing where there is a need for physical leaflets.
- We have shared dedicated updates to our list of Community Gatekeepers, providing them with timely,

Next steps

- We are building on existing work to support residents to understand the pressures in primary care and how to access services since the pandemic. We are working on a press release and toolkit for partners 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 the support they offer people.
- Work is ongoing to build a more permanent website for Sefton Partnership working with Informatics Merseyside and partners.
- We continue work to strengthen our approach around communications, engagement and co-design through a Consultation and Engagement Training Needs Assessment. Council colleagues who lead or commission consultation and engagement and Sefton Partnership commissioners have been invited to take part to help plan training and prioritise areas where consultation and engagement skills are needed with the aim of building capacity.
- Our engagement group, EPEG, switches to its new terms of reference from its next meeting in March 2023. The group's name is also changing from EPEG to People and Communities and it will have a slightly new membership. As always, this will bring together our key partners including local trusts to talk through patient experience and any upcoming engagement

local information on a range of services, support and advice that they can share with their networks. Community Gatekeepers are best placed to link with some of our most disadvantaged communities and digitally excluded residents and we are currently reviewing and updating our contact list to ensure we are reaching as many people as possible.

- We continued to support awareness and promote Schwartz Round sessions by sharing communications toolkits across partner organisations
- Our Cheshire and Merseyside Engagement Framework was received by Sefton Partnership Board at its January meeting. The framework will work through EPEG, the cross partner Engagement and Patient Experience Group, (due to become the People and Communities Group in March 2023) to localise and support our approach to engagement across the partnership.
- We circulated our latest briefing for partners at the end of December, giving updates on some of Sefton Partnership's key work. As usual, Sefton Communications and Engagement group members disseminated the briefing using their trusted internal channels. This latest briefing included information on the partnership's objectives and programme delivery, our collaboration agreement principles and recent partnership news. The next briefing will be sent out in the coming weeks.
- Two wider stakeholder newsletters have now gone out to residents showcasing some of the work happening across the partnership, information on accessing services locally and opportunities to get involved. These are sent bi-monthly to our database of registered residents, partners

activity.

- NHS Cheshire and Merseyside's Citizens' Panel launched in October 2022. The Citizens' Panel will form part of the wider NHS Cheshire and Merseyside Public Engagement Framework. It will help us develop our approach to working with people and communities and strengthen our ability to demonstrate the impact that people's views, experiences and insights have on our work. The central ICB team were at Southport Hospital on Monday 12 December to encourage people to join the panel and we are looking to do something similar in south Sefton in the coming weeks.
- The last Children and Young Peoples Board (CYPB) received a detailed communications update from partner agencies. The board agreed the update and it was further agreed that the information should be publicised on partner agencies websites – this will be discussed by Sefton Communications and Engagement Group. The next communications update will be presented to the CYPB at the June 2023 meeting.

and other interested parties.