

### **Thurrock Health and Wellbeing Strategy Refresh 2021 Communication and Engagement Plan**

#### **Introduction**

1. This paper considers communication and engagement activity to support the refresh of Thurrock's Health and Wellbeing Strategy (HWBS).

#### **Background**

2. Health and Wellbeing Boards are partnership boards that include the Council, NHS, Voluntary and Community Sector, and local councillors. The Boards are responsible for improving the health and wellbeing and reducing inequalities in health and wellbeing of their local areas. They do this through the setting health and wellbeing priorities which form part of a Health and Wellbeing Strategy.
3. Thurrock agreed its first HWBS in 2013. The second and current HWBS was launched in July 2016. It is a five year Strategy which focusses on preventing poor health and wellbeing from occurring by addressing the wider determinants of health.
4. The revised strategy for 2021-2026 is being produced, however the pressures of Covid-19 have impacted on the timeline for the strategy refresh. It is intended that the strategy will be finalised by January 2022.

#### **Engagement of system partners and the population of Thurrock**

5. Thurrock Integrated Care Partnership (TICP) is considering a new approach to community engagement, co-design and locality based commissioning for health and care. It is proposed that development of this community engagement and co-design approach is included as a key element of the revised HWBS aspirations under Domain 3 of the strategy (Building Strong & Cohesive Communities).
6. In developing Thurrock's refreshed Strategy, it is proposed that potential priorities are tested out with both local citizens and stakeholder groups.

#### **Key Partners**

7. The engagement of system partners is essential in helping determine local priorities and how improved outcomes can be achieved through adopting a genuine partnership approach for planning, commissioning and delivery services at the appropriate geographical levels comprising System (Mid and South Essex Health and Care Partnership); Place (Thurrock Clinical Commissioning Group and the Council); and Neighbourhood /Locality levels.

8. System topic experts have engaged informally over the last year and this, alongside JSNAs, Health Needs Assessments and other key policy and research documents, have informed the development of HWBS potential priorities. However, it is vital that system partners and professionals with an interest in the health and wellbeing of the people of Thurrock are provided with an opportunity to formally respond to HWBS refresh consultation exercise.

### The public

9. Part of the engagement approach is to ensure Thurrock's citizens have the opportunity to input to priorities for community health and wellbeing improvement as well as helping to identify how health and care services can and should improve.
10. The final refreshed Strategy will reflect and incorporate the range of evidence and information provided through data and comprehensive assessments of specific needs, system experts and the population of Thurrock.

### Methods of consultation

11. It is proposed that the consultation exercise comprises opportunities for professionals and the public to inform the refreshed Health and Wellbeing Strategy priorities by responding to an online consultation via the Thurrock Council Engagement HQ or providing their views at one of the online engagement opportunities that will be available.
12. The scope and timescale of the up-front engagement exercise has unfortunately been limited by the restrictions caused by Covid-19. However, the development of a Strengths and Assets Based Approach to co-production of initiatives in the strategy, based on the Collaborative Communities Framework, will be a core element of the Strategy itself.
13. Thurrock CVS have a tool for collating qualitative insight from communities called Air Table. This is currently being used by the Community Builders to log records of the themes of the conversations they are having with residents, along with outcomes (e.g. where the feedback was passed onto). The tool can collate these to be passed onto commissioners as required to inform each of the six areas.

### Online consultation

14. It is proposed that there will be an online consultation on proposed priorities, supported by two written summaries of key challenges under each of 6 areas of health and wellbeing, one being easy-read. The written summaries will provide headline information about the challenges in Thurrock in each areas of health and wellbeing, and set out potential priorities identified through reviewing evidence and dialogue with system partners. The aim of this will be to help people identify their top priorities for each domain.

15. The approach for Domain 1 - Quality Care Centred around the Person will differ slightly to align with work on the Adult Placed-Based Strategy / Better Care Together.

### Online engagement

16. Working in partnership with Thurrock CVS and Healthwatch, existing stakeholder forums and partnership groups will be asked to consider the proposed priorities through. A brief overview video will be recorded, that can be shared at partnership meeting, alongside some targeted questions on proposed priorities, with groups then asked to feed back.
17. This will be supplemented by an online engagement meeting for stakeholders and partners
18. Stakeholders that we intend to engage with as part of the Strategy refresh are provided at Appendix C.

### Elected Member and Council Committee Oversight

19. Both TICP and the Health and Wellbeing Board will keep an overview of the strategy development process. To secure engagement across the Council's Directorates, an Oversight Board of ADs for PH, Skills, Economic Development, Place, Children's, Housing & Adults will be set up, chaired by Cllr James Halden as HWB Board Chair.
20. Review of the draft HWBS will be undertaken by:
  - Directors' Board
  - Council DMTs
  - Health and Wellbeing Board
  - Cabinet
  - Health Overview and Scrutiny Committee – 4<sup>th</sup> November 2021
  - Housing Overview and Scrutiny Committee
  - Children's Overview and Scrutiny Committee – 1<sup>st</sup> December 2021
  - Community Safety Partnership
  - Full Council

### Timeline

21. Communication and engagement activity will be taking place from July to September 2021. The Air Table insight plus the outputs from the various strands of engagement will be drawn together into a single view of Community priorities for health and wellbeing to inform the HWB strategy by end of September.

## Engagement Summary Timeline

<b>Activity</b>	<b>Owner</b>	<b>Date</b>
<b>Sign-off of Scope</b>	<b>HWB Board</b>	<b>23<sup>rd</sup> July 2021</b>
<b>Final priorities for each domain drafted for consultation</b>	<b>AD Oversight Board / T&amp;F Steering Group / Engagement Group</b>	<b>15<sup>th</sup> September 2021</b>
<b>Engagement period</b>	<b>Engagement Group</b>	<b>27<sup>th</sup> September – 19<sup>th</sup> November 2021</b>
<b>Strategy sign-off by HWB Board</b>	<b>HWB Board</b>	<b>March 2022</b>
<b>Full Council sign-off</b>	<b>DPH / HWB Chair</b>	<b>June 2022</b>
<b>Document launch</b>	<b>Comms / DPH / HWB Chair</b>	<b>July 2022</b>