



West Lothian  
Integration Joint Board  
**Communication  
& Engagement Strategy**  
2023–26

**Improving Health  
Inequalities In Partnership**



**INTEGRATED  
HEALTH AND  
SOCIAL CARE**

**WEST LOTHIAN  
WORKING FOR WELLBEING**

This Communication and Engagement Strategy provides a framework to support services within the West Lothian Health and Social Care Partnership to deliver the West Lothian Integration Joint Board's vision of:

**"Working in partnership to improve wellbeing and reduce health inequalities across all communities in West Lothian"**

The IJB is committed to working with partners, service users, their families and the wider community to find effective and sustainable solutions and achieve the best outcomes for the people of West Lothian. The following strategic priorities as detailed within the IJB Strategic Plan 2023 to 2028 which can only be achieved by building trust through good engagement being embedded in everything that we do:



This strategy replaces and builds upon the Communication and Engagement Strategy approved by the IJB on 21st January 2020.

The IJB recognises that good communication and engagement is crucial in creating a culture of co-operation, co-production and co-ordination across all partners. Through working with people, their families, Health and Social Care Partnership staff and the wider community, we can create effective and sustainable solutions and achieve the best outcomes for the people of West Lothian.

This is a high-level document, which sets out the approach for involving and communicating with stakeholders through the Health and Social Care Partnership to:

- Achieve the IJB's vision and strategic objective set out in the IJB Strategic Plan 2023-2028
- Share information in a way that people understand
- Ensure that good communication and engagement principles are embedded in the planning and delivering of services
- Communicate our achievements and be honest, open and accountable

A detailed action plan is included in an appendix to this strategy. This will be treated as a live document and will form the basis of all communication and engagement activity.

More information about the priorities of the West Lothian IJB can be found in its Strategic Plan for 2023-28.

The purpose of the strategy is to:

- Support the delivery of the West Lothian IJB's priorities and objectives
- Provide a framework for communication and engagement activities
- Clearly set out roles, responsibilities and protocols
- Identify key audiences and their needs in relation to communication and engagement
- Identify activities which will promote the Health and Social Care Partnership in the community and amongst staff

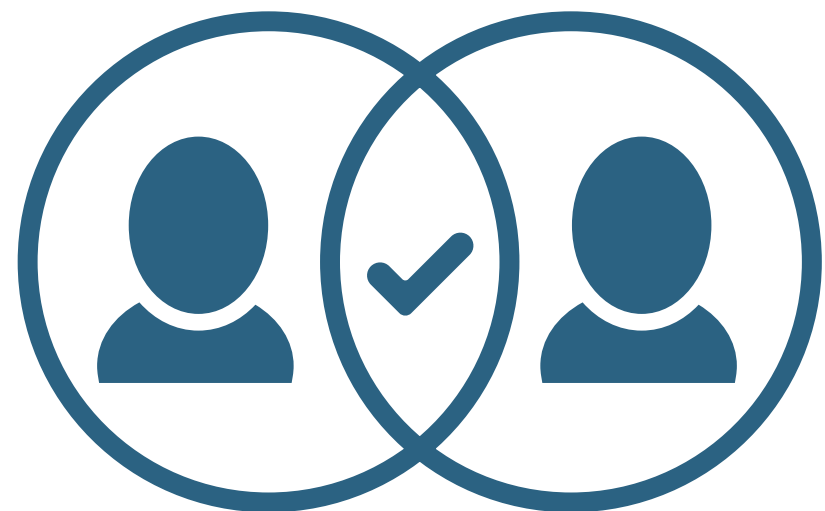
The aim of the strategy is to enable the Health and Social Care Partnership to deliver the IJB's Strategic Priorities for 2023-28 by:

- Increasing awareness in all stakeholder groups, public and professional, of the IJB's priorities and the work of the Health and Social Care Partnership
- Providing consistent, accessible information through a range of channels, taking account of different needs and ability to access information online
- Developing robust two-way communication channels that gives everyone the opportunity to engage in decisions that affect them.

## Benefits

It is recognised that public services who engage well with those who use their services or have an interest in their services, provide better, more responsive services that meet the needs of the communities they serve. Ultimately, this leads to better outcomes.

Building strong relationships with the public, the third and independent sectors, carers, staff and other stakeholders is more important than ever in the ongoing challenging financial climate. Good engagement allows public bodies such as the IJB to focus its resources on the priorities of its communities and empowers people to do more to improve their own health and wellbeing.



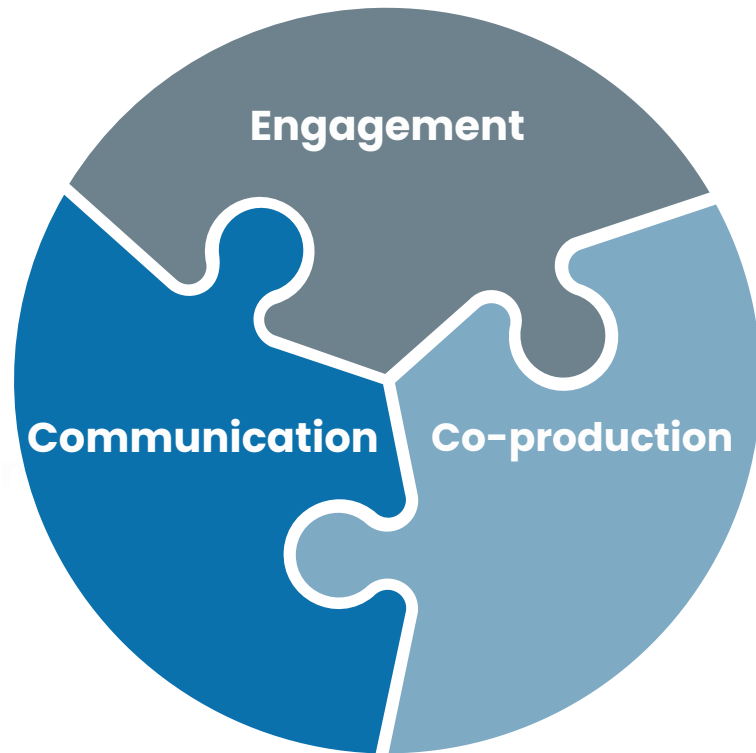
### Benefits to our communities and people who use our services

- Increased awareness and understanding of services and how they operate
- People are more active in managing their own health and wellbeing
- Promotion of social inclusion – people can be involved in the planning of services
- Services will be more effective, more responsive and better received by communities
- Increase local ownership and enhanced civic pride – if people feel valued and included they are more likely to participate •
- Increased dialogue and trust between local people and organisations
- Increased openness and accessibility

### Benefits to the IJB and Health and Social Care Partnership

- Increased awareness of aims and strategic priorities of the IJB
- Staff understand the HSCP and represent it in a consistent way, with awareness of all shared goals and key messages
- Open and transparent opportunities to consult with staff
- Better working relationships between organisations
- Opportunities for collaborative commissioning and delivery of services
- Staff feel engaged and valued





**Engagement** – the process of actively involving stakeholders in decisions that affect them

**Communication** – a two-way process – listening and taking account of people's views and feeding back the result

**Co-production** – a partnership between citizens and organisations to achieve a shared aim with shared responsibility

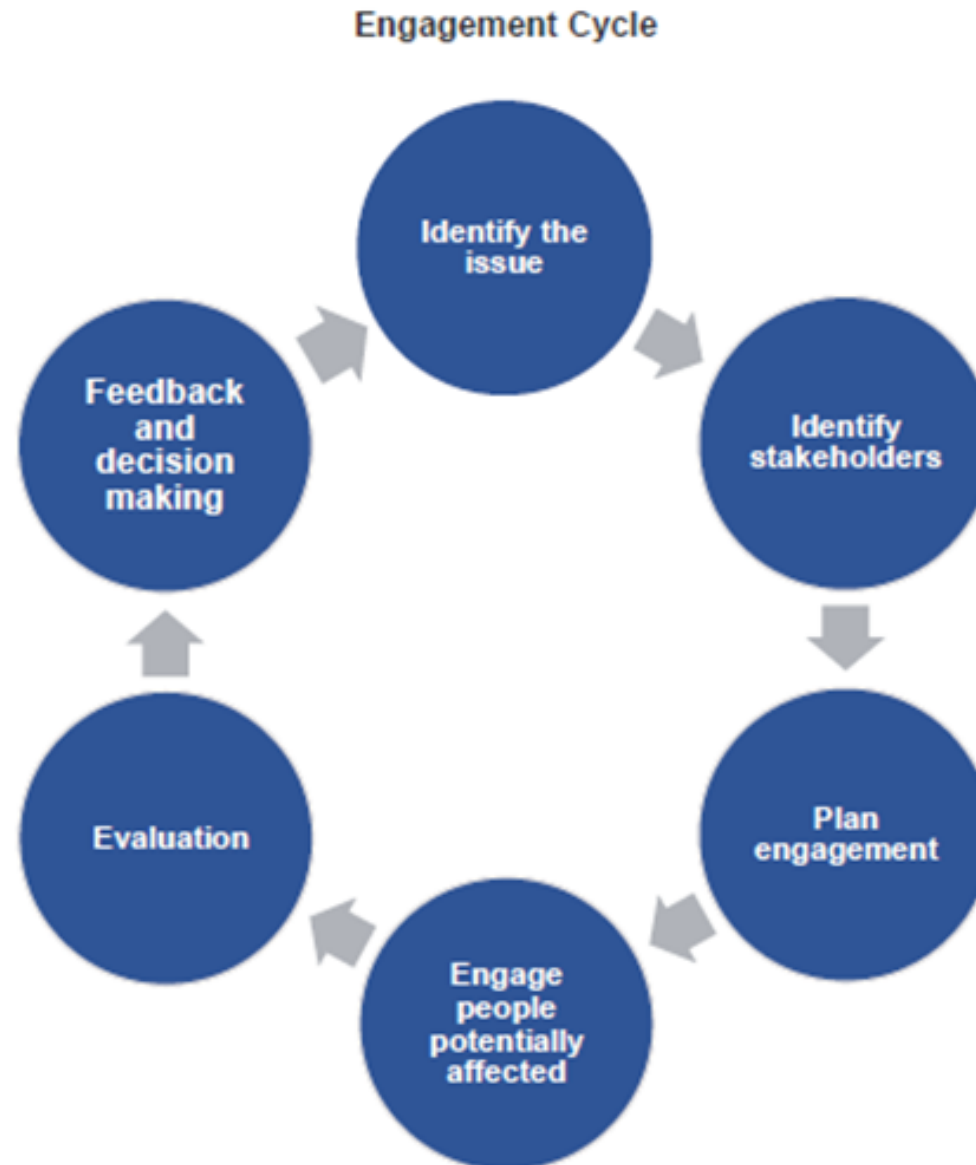
## National Standards for Community Engagement

In West Lothian we are committed to implementing the National Standards for Community Engagement which are good-practice principles designed to improve and guide the process of community engagement.

The seven standards are:

- **Inclusion** – We will identify and involve the people and organisations that are affected by the focus of the engagement
- **Support** – We will identify and overcome any barriers to participation
- **Working Together** – We will work effectively with partners to achieve the aims of the engagement
- **Communication** – We will communicate clearly and regularly with the people, organisations and communities affected by the engagement
- **Planning** – there is a clear purpose for the engagement which is based on a shared understanding of community needs and ambitions
- **Methods** – We will use methods of engagement that are fit for purpose
- **Impact** – We will assess the impact of the engagement and use what we have learned to improve our future engagement

The engagement cycle illustrated in Figure 3 is underpinned by principles of the National Standards for Community Engagement, and should be followed in order to demonstrate good practice.



## Co-production

Adopting a co-production approach means that we will work in partnership with people who live and/or work in West Lothian to help us we deliver the best possible services. It combines our mutual strengths and capacities so that we can work with one another on an equal basis to achieve positive change.

It is a way of working that involves people who use health and care services, carers and communities in equal partnership; and which engages groups of people at the earliest stages of service design, development and evaluation.



In West Lothian we acknowledge that people with 'lived experience' of a particular condition are often best placed to advise on what support and services will make a positive difference to their lives.

Co-production will ensure that we involve people who use health and care services, carers and communities in equal partnership; and engage these groups at the earliest stages of service design, development and evaluation.

Principles	What this will mean in West Lothian
Taking an assets-based approach	Ensure that people are seen as equal partners in designing and delivering services.
Building on people's existing capabilities	Recognise and add to people's capabilities and actively support them to put these capabilities to good use.
Reciprocity and mutuality or fair exchange	Offer opportunities and to work with others, with mutual responsibilities and expectations.
Peer support networks	Use peer and personal networks as the best way of transferring knowledge, encouraging involvement and building expertise.
Breaking down barriers	Remove the distinction between professionals and service users, and between those who provide services and those who use them, by changing the way programmes are developed and delivered.
Facilitating the process rather than delivering	Working to trigger change that will ultimately be led and shaped by others.



## Section 4: Governance and Legislation

The Public Bodies (Joint Working) (Scotland) Act 2014 places certain duties in relation to engagement on the IJB and, therefore, on the West Lothian Health and Social Care Partnership acting on its behalf. For example, there is a prescribed list of stakeholders that must be consulted when a local authority and health board are agreeing or reviewing their Integration Scheme.

NHS Boards are required to involve people in designing, developing and delivering the health care services provided for them. This is underpinned by the NHS Reform (Scotland) Act 2004 and the Patient Rights (Scotland) Act 2011.

The Scottish Government and COSLA have developed guidance to support greater collaboration between those making decisions about care services in Scotland, those delivering services, and people in communities who are affected - [Planning with People: Community engagement and participation guidance - COSLA/Scottish Government](#), which was updated in April 2023.

The Community Empowerment (Scotland) Act 2015 was enacted to help empower community bodies through the ownership or control of land and buildings, and by strengthening their voices in decisions about public services to ensure they are built around people and communities. The Act means Community Planning Partnerships must develop Local Outcomes Improvement Plans (LOIPs) and must support community bodies to participate in all parts of the process.

It also entitles anyone to make a Participation Request where community bodies can request to take part in a process with a public body to improve an outcome it believes it can contribute to. The public body must agree to the request and set up a process unless there are reasonable grounds for refusal. At the end of the process the public body must publish a report on whether the outcomes were improved and how the community body contributed to that improvement.





The Public Sector Equality Duty means that public bodies have to consider all individuals when carrying out their day-to-day work in shaping policy, delivering services and in relation to their own employees. It also requires that public bodies have due regard to the need to:

- eliminate discrimination
- advance equality of opportunity
- foster good relations between different people when carrying out their activities

Consultation and engagement is a vital part of measuring the impact of policies and service change against groups of people characteristics protected by the Equality Act (Scotland) 2010. As a public body the West Lothian IJB is required to assess the impact of its decisions, changes to policies, practices and services against the requirements of the public sector equality duty (Please note that the Public Sector Equality Duty in Scotland is currently under review.)

An Integrated Impact Assessment (IIA) must be completed as part of the development of new policies, strategies, and significant changes in existing service provision to assess what impact, if any, the changes are likely to have. IIAs consider evidence of any potential impact on those who share a protected characteristic including any feedback from consultation or engagement with those groups. The standard report template for the IJB and its associated committees and

groups includes a section on whether an IIA has been completed prior to seeking a decision from the IJB. Both NHS Lothian and West Lothian Council have toolkits for conducting Integrated Impact Assessments.

### Resources

The Healthcare Improvement Scotland – Community Engagement has produced a comprehensive [Participation Toolkit](#) to support health and social care staff to more effectively involve patients and service users, carers and members of the public in decisions about their own care and in the design and delivery of local services.

Health Improvement Scotland – Community Engagement has also published an [Engaging Differently](#) resource during the Covid-19 pandemic on how engagement approaches can be adapted so that community engagement remains possible and meaningful. It includes advice, tools and methods on how health and social care organisations can overcome the challenges of increased physical distancing through digital and non-digital means to ensure engagement remains inclusive.

In addition, West Lothian Community Planning Partnership published its own [Engaging Communities Toolkit](#), designed to support a whole range of individuals such as local workers, voluntary organisations and community members in the planning and delivery of different types of engagement.

Positive, accessible and thoughtful communication and engagement is key to delivering the West Lothian IJB's strategic vision.

To ensure our communication and engagement is effective, consideration should be given to the target audience of stakeholders. The desired outcomes and the progress against these measures for the current year can be found in Appendix 2.

### Stakeholders

People who use health and social care services and the general public	Carers and their families	Representatives, advocates, guardians and power of attorneys	Health and social care engagement and reference groups	Peer support groups and special interest groups
NHS Lothian Board Members	West Lothian Council Elected Members	MSPs and MPs	Local media	Government and other regulators
Third Sector Interface	Third sector service providers	Social Enterprises	Community bodies and groups	Independent providers
Partner organisations	Partnership staff from NHS Lothian and West Lothian Council	Wider staff groups from NHS Lothian and West Lothian Council	Trade Unions	Professional Bodies

**Communication and Engagement standards** – All communication and engagement materials and activities will meet the following standards.

<b>Clear</b>	Our communication is jargon-free, in Plain English and tailored to the needs of the targeted audience.
<b>Concise</b>	We provide relevant and easy to understand content.
<b>Accessible</b>	We tailor our style, format, and material to the needs of the targeted audience.
<b>Evidence-based</b>	We utilise research, statistics, and real-life case study examples to tell the story of how the Partnership's services make a difference.
<b>Endorsed</b>	Credible and trustworthy third-party endorsements should illustrate the benefits of health and social care integration.
<b>Efficient</b>	We adopt a 'write once, use often' ethos. Material is filed for re-use across a range of platforms including social media, blogs, opinion pieces, presentations, briefings.
<b>Timely</b>	We are responsive, transparent, accountable, and fair.
<b>Conversational</b>	People can actively contribute at all levels across the organisation. We engage audiences, we don't broadcast to them.
<b>Consistent</b>	We maintain a visual identity, look, and feel which supports engagement with external and internal audiences.
<b>Multi-channel</b>	A range of tools and methods should be used to communicate with target audiences so that they are more likely to receive information and messages - print, digital and face-to-face.
<b>Two-way</b>	Communication channels should also facilitate meaningful engagement with people, communities and organisations. Communications should not simply be used to unilaterally share information 'top-down'; they should also include engagement opportunities.

## Inclusivity and accessibility

Easily accessible communication is good for everyone. By making everything easy to access and simple to understand, our message will be better shared.

We aim to support as many people as possible to take part in communicating with its services. We will do this by making information readily available to people in the format they find easiest to access.

Consideration should be given to the intended audience and a range of methods should be employed to ensure no one is disadvantaged by disability, cultural or language barriers, access to the internet or difficulties with literacy, for example.

Alternative formats should be offered on all communications, for example, Easy-Read, Braille or different languages.

Our approach to accessible communications is set within their wider equality and human rights contexts, as set out in the Equality (Scotland) Act 2010. The UK Government has also published accessibility guidelines and regulations for public sector websites and applications, which the West Lothian IJB will ensure are implemented.

## Identity

In order to further integration, support engagement and maintain a consistent approach across the Health and Social Care Partnership, a clear identity for the Partnership is essential.

There are occasions where it is appropriate for communications to be issued in the name of “West Lothian Integration Joint Board”, for example, the publication of its Strategic Plan, but for most operational communications, the “West Lothian Health and Social Care Partnership” brand should be used.

The West Lothian Health and Social Care Partnership works in support of the IJB’s strategic priorities and is the public face of health and social care services in West Lothian. The name and logo are recognised by the public and other stakeholders and use of this brand promotes a united front, promoting the partnership’s shared vision for health and social care outcomes in West Lothian.



Communication and engagement activities carried out by partnership staff should be carried out under the identity of the West Lothian Health and Social Care Partnership and utilise the logo above unless it is a matter very specific to the strategic planning of the IJB such as the example given above.

## Section 6: Communication and Engagement Methods

Communication and engagement methods should be inclusive and accessible to a wide range of people with different needs. Consideration should be given to the intended audience and a range of methods should be employed to ensure no one is disadvantaged by disability, cultural or language barriers, access to the internet or difficulties with literacy.

Alternative formats should be offered on all communications, for example, Easy-Read, Braille or different languages. The following methods should be considered for communication and engagement activities:

Method	Key Deliverables
Service User and Carer Representatives	<ul style="list-style-type: none"><li>• Clear roles and responsibilities for service user and carer representatives</li><li>• Service user and carer representatives to be supported in their role</li></ul>
Community Groups and Networks	<ul style="list-style-type: none"><li>• Utilise existing groups and networks for engagement - go to them so they don't have to come to us</li><li>• Disseminate information through groups and networks</li><li>• Have conversations about what matters to the community and support their participation</li></ul>
Online Resources	<ul style="list-style-type: none"><li>• Promotion of HSCP website as source of information</li><li>• Promotion of self-help websites such as NHS Inform or West Space</li><li>• HSCP website well maintained and maximised as a tool for engagement</li></ul>

Continued on the next page.

## Section 6: Communication and Engagement Methods

Method	Key Deliverables
Publications	<ul style="list-style-type: none"><li>• Production of high quality, equality impact assessed material that delivers key messages in a clear, concise and plain-English manner</li><li>• Use of infographics and visuals for ease of reading and understanding</li><li>• Presence in council's Bulletin where appropriate</li><li>• Posters and flyers/postcards for awareness raising campaigns</li></ul>
Social Media and Technology	<ul style="list-style-type: none"><li>• Development of HSCP Social Media to communicate key messages - clear governance route to be established to control content</li><li>• Utilise existing West Lothian Council social media for reach to large audience</li><li>• Utilise screens in council and health buildings including GP practices</li></ul>
Themed Event	<ul style="list-style-type: none"><li>• Engagement events on specific topics - consider creative methods to encourage participation and give consideration to location and accessibility</li><li>• Outcome of events should inform planning</li><li>• Feedback should always be given to contributors on the impact of their participation</li><li>• Staff engagement events for networking, development and finding solutions</li></ul>

Continued on the next page.

## Section 6: Communication and Engagement Methods

Method	Key Deliverables
Media/External Agencies	<ul style="list-style-type: none"><li>• Work closely with council and NHS Lothian Media teams to further reach on communications</li><li>• Consider local news agencies for good news stories and awareness raising</li><li>• Utilise reach of other organisations, particularly where there is a shared purpose</li></ul>
Individual Feedback Mechanisms	<ul style="list-style-type: none"><li>• Utilise council's eSurvey creator license through Civic Centre Admin Team for questionnaires, comments and suggestions</li><li>• Make use of existing feedback from sources such as the National Health and Wellbeing Survey, Citizen's Panel or staff surveys</li></ul>

### Digital

An online presence supports the provision of information in an easily accessible format. The West Lothian HSCP will use its website and social media channels to share information and engage with stakeholders and public audiences.

To provide a single location for efficient signposting, the West Lothian HSCP will undertake an audit of its current website to ensure that all information is necessary, pertinent and up-to-date. A Working Group will be established to undertake this work.



## Section 6: Communication and Engagement Methods

It is important that in all communication we should make it clear what the level of engagement is and what this means for stakeholders. We will use different mechanisms for stakeholder engagement and to ensure our stakeholder can feedback to us.

<b>Community and staff meetings/ events</b>	We will continue to reach out to people to give them the opportunity to feed their views back to us.
<b>Focus groups</b>	We can use these to reach a specific group of stakeholders or developed around a particular topic.
<b>Surveys</b>	We will continue to utilise surveys to consult with the public and staff. We will also look to feedback consultation results and subsequent actions by way of You Said We Did publications.
<b>Web-based engagement</b>	We will continue to use and expand our reach on social media to engage with stakeholders.
<b>Partners</b>	Where our partners have a strong understanding of a certain area, who will utilise them as a way of engaging with those service users.

## Evaluation of Engagement Activities

It is good practice to evaluate engagement activities on an ongoing basis and a number of methods can be employed to do this, for example:

- How many responses/attendees/website hits were there?
- What is the level of engagement on social media
- What was the general tone of the feedback?
- Were there public enquiries or complaints and what was the content of these?
- Benchmarking against other organisations or previous engagement activity

The West Lothian IJB's communication and engagement will use the OASIS model as a basis for planning, measurement and evaluation. The model is the preferred campaign framework of the Government Communication Service. It includes the following criteria for rigorous and systematic campaign development:

- 1.Objectives
- 2.Audience/Insight
- 3.Strategy/Ideas
- 4.Implementation
- 5.Scoring/Evaluation

Additional evaluation sources and monitoring may take the form of:

- Monthly metric snapshots including media coverage; website visits; social media activity; service user engagement and complaints.
- Accessibility reviews – self-assessment tools; public service improvement framework reviews; and Equality Impact Assessments.
- Regular and frequent reporting to the Partnership's senior leadership team, integration joint board and or its committees.

Any improvements identified will be incorporated into subsequent versions of this strategy.

The West Lothian IJB Communication and Engagement Strategy Action Plan, which is appended to this document, is a live document that will flex to opportunities that may arise during its lifespan. It will be reviewed on a regular basis to ensure it remains relevant to our aims and objectives.

An update on implementation of this strategy will be provided to the IJB on an annual basis. The strategy will be reviewed in three years.

Many of these actions will require repeated focus throughout the 3-year span of this strategy. Actions relating to measurement and evaluation will inform the continual roll out and implementation of other actions.

Action	Timescale	Owner	Stakeholder/ Audience
<b>Stakeholder engagement</b>			
Undertake stakeholder mapping to produce a stakeholder list for communications, participation, and engagement.	Complete / ongoing	Communication and Engagement Lead	Staff
Produce periodical briefing note on the Partnership for use with elected members and other external stakeholders.	Ongoing	Communication and Engagement Lead	Elected members Partners Third sector Staff Social Care providers
Provide briefings and resources to elected members to update their constituents on service changes and news through their own social channels.	Ongoing	Communication and Engagement Lead	Elected members
Joint working with partners and commissioned providers	Ongoing	Senior Management Team	Third sector Partners
Consider potential for joint campaigns with the Partnership acting as a lead and providing a shared resource hub, for example surrounding: <ul style="list-style-type: none"> <li>• Winter pressures</li> <li>• Recruitment of young people into a career in social care</li> <li>• All new service provisions</li> </ul>	Ongoing	Senior Management Team  Communication and Engagement Lead	Third Sector Partners

Action	Timescale	Owner	Stakeholder/ Audience
Embed the principle of co-production into our work with our partners	Weekend ending 23 February	Senior Management Team  Communication and Engagement Lead	Staff Public Third sector partners
Extend Partnership messaging – provide resources (tweets, links, quotes) for use by partners when carrying out their own communications.	Resources to be provider by last week in November 2023	Communication and Engagement Lead	Third Sector Partners
<b>Brand, identity, and culture</b>			
<p>Promote the West Lothian Health and Social Partnership branding guidelines. This should raise awareness of the partnership and encourage everyone working in West Lothian health and social care sector to feel 'part of it' regardless of what service they provide or who they are employed by.</p> <p>This work will include reviewing &amp; developing following areas:</p> <ul style="list-style-type: none"> <li>• HSCP website</li> <li>• HSCP logo development</li> <li>• IJB board profiles</li> <li>• Promotion of events</li> <li>• Consistency of messaging</li> <li>• Branding within presentations</li> </ul>	Week beginning 4 December 2023	Communication and Engagement Lead	Public Staff Third sector providers

Action	Timescale	Owner	Stakeholder/ Audience
Create a service map to improve internal understanding of provision.	Week beginning 4 December 2023	Senior Management Team Communication and Engagement Lead	Public Staff
<b>Media relations</b>			
Review communications protocol with agreement from NHS Lothian and West Lothian Council Comms.	Week beginning 6 November 2023	Communication and Engagement Lead	West Lothian Council Comms NHS Lothian Comms
Operate a rolling planner of potential Partnership communications activity and active work.	Ongoing	Communication and Engagement Lead	Public Media
Selective engagement with traditional media and social media - blogs, opinion pieces and occasional news releases.	Ongoing	Communication and Engagement Lead	Media
Raise understanding of newsworthiness among staff and the process for accessing communications support. Create a communications checklist and consider training needs for staff, senior staff and board.	Week ending 8 December 2023	Communication and Engagement Lead	Staff

Action	Timescale	Owner	Stakeholder/ Audience
<b>Accessibility</b>			
Work towards achieving Communication Access UK accreditation. The Communication Access Symbol and accreditation scheme is a free training initiative led by the Royal College of Speech and Language Therapists and developed in partnership by charities and organisations that share a vision to improve the lives of people with communication difficulties.	Week ending 9 February 2024	Communication and Engagement Lead	Staff
Where appropriate, develop informational videos for use on the Partnership's webpages and social media channels to explain the range of services and how to access them.	31 December 2023	Communication and Engagement Lead	Public
Update the Partnership's website to include clear signposting to inclusive ways of contacting services. This includes face to face; phone; text messaging; contactSCOTLAND-BSL; Relay UK; SMS; video; online; post.	Week ending 8 December 2023	Communication and Engagement Lead	Public
Produce a guidance note with communication hints and tips for Partnership staff to improve the accessibility of communications.	Week ending 27 January 2024	Communication and Engagement Lead	Public
In conjunction with the wider review of online materials and channels, review needs for digital excluded individuals – such as print format leaflets, newsletters or briefings, and face-to-face communication methods.	Week ending 27 January 2024	Communication and Engagement Lead	Public

Action	Timescale	Owner	Stakeholder/ Audience
Review and redevelop West Lothian Health and Social Care Partnership's main website along with all satellite websites. <ul style="list-style-type: none"> <li>• Develop profile pages for West Lothian IJB Board members</li> <li>• Retirement of black pages</li> <li>• Easy read pages developed</li> <li>• Quick links available on front page</li> </ul>	First eight weeks after approval of the strategy	Communication and Engagement Lead	Public
Develop a 'for professionals' page on the Partnership's website for easily accessible guidance, briefings and signposting information.	Week ending 27 October 2023	Communication and Engagement Lead	Staff
Develop and improve service information on the Partnership website. Potential for individual pages covering mental health, sensory, etc. Consideration should also be made to how additional services be integrated to the website should further delegation occur, or the National Care Service is implemented.	Week ending 27 October 2023	Communication and Engagement Lead	Public
Grow / develop the Partnership's new social media channels	Week ending 27 October 2023	Communication and Engagement Lead	Public



Action	Timescale	Owner	Stakeholder/ Audience
<b>Measurement and evaluation</b>			
Rerun or adapt communications, participation, and engagement workshop sessions with wider stakeholders to steer and inform implementation of this strategy and its recommendations.	Ongoing	Communication and Engagement Lead	Public Staff Third Sector
Establish a point of review of this communications strategy – such as an annual communications survey.	30 August 2024	Communication and Engagement Lead	Public Staff Third Sector
Produce an annual performance report on communications activity for the Partnership and Integration Joint Board.	30 August 2024	Communication and Engagement Lead	Public Staff Third Sector

The following events, campaigns and forums will take place over the next year and be promoted by the organisation.

Campaign/event	Next delivery date	Owner	Stakeholder/ Audience
West Lothian flu and COVID-19 vaccination programme	August – December 2023	Vaccination Team	Public Staff Third Sector
Power of Attorney in West Lothian	November 2023	Project Lead	Public Staff Third Sector
Mental Health Awareness Week	May 2024	Health Improvement Lead	Public Staff Third Sector
16 Days of Action on Domestic Violence	November – December 2023	Communication and Engagement Lead	Public Staff Third Sector
Carers Week	June 2024	Carers Project Board	Public Staff Third Sector
World Mental Health Awareness Day	October 2023	Communication and Engagement Lead	Public Staff Third Sector
Leadership and Learning conference	January 2024	Communication and Engagement Lead	Staff
Volunteers Week	June 2024	Communication and Engagement Lead	Public Staff Third Sector
Senior People's Forum	September 2024	Communication and Engagement Lead	Public Partners

Campaign/event	Next delivery date	Owner	Stakeholder/ Audience
Care at Home Providers Forum	January 2024	Communication and Engagement Lead	Public Staff Third Sector
West Lothian Disability Forum	May 2024	Communication and Engagement Lead	Public Staff Third Sector
Care Home Providers Forum	May 2024	Communication and Engagement Lead	Public Staff Third Sector
Sexual Health Awareness Week	September 2023	Communication and Engagement Lead	Public Staff Third Sector
Professional Care Workers Week	October 2023	Communication and Engagement Lead	Public Staff Third Sector
National Stress Awareness Week	October 2023	Communication and Engagement Lead	Public Staff Third Sector
Carers' Right Day	November 2023	Communication and Engagement Lead	Public Staff Third Sector
Cancer Support Scotland Day	November 2023	Communication and Engagement Lead	Public Staff Third Sector

Campaign/event	Next delivery date	Owner	Stakeholder/ Audience
International Volunteer Day	December 2023	Communication and Engagement Lead	Public Staff Third Sector
National Adult Protection Week	February 2024	Communication and Engagement Lead	Public Staff Third Sector
National Care Day	February 2024	Communication and Engagement Lead	Public Staff Third Sector
Anniversary of The Promise	February 2024	Communication and Engagement Lead	Public Staff Third Sector
International Women's Day	March 2024	Communication and Engagement Lead	Public Staff Third Sector
Young Carers Action Day	March 2024	Communication and Engagement Lead	Public Staff Third Sector
World Health Day	April 2024	Communication and Engagement Lead	Public Staff Third Sector
Dementia Awareness Week	May 2024	Communication and Engagement Lead	Public Staff Third Sector
Learning Disabilities Week	May 2024	Communication and Engagement Lead	Public Staff Third Sector

Stakeholders	Desired Outcomes	Progress against outcomes since last Communications and Engagement Update
People who use health and social care services and the general public	<ul style="list-style-type: none"> <li>• People know what the Health and Social Care Partnership does under the direction of the IJB</li> <li>• People know when the IJB and its associated committees meet are aware they can attend</li> <li>• People feel confident in what we do and feel able to get involved if they want to</li> <li>• People feel empowered to influence decisions and take ownership of their own health and wellbeing</li> </ul>	<ul style="list-style-type: none"> <li>• Our two Twitter accounts have continued to grow and expand their viewership. The also cover a wider range of topics than they did a year ago.</li> <li>• Carers Strategy has been launched via the Carers Strategy Implementation Group</li> <li>• Community Connections newsletter launched detailing work of the service</li> <li>• Senior People’s Forum revamped and made into a fair featuring services</li> <li>• Strategic Plan published detailing the IJB’s work for the next five years</li> <li>• Delivery Plans have been developed and published</li> <li>• Workforce Plan 2022-2025 published</li> <li>• Website review group to be established to review website accessibility</li> <li>• Minutes of IJB supporting committees continuing to be shared publicly Canva has been utilised to improve the look over our communications materials and reports</li> </ul>
Carers and their families		
Representatives, advocates, guardians and power of attorneys		
Health and social care engagement and reference groups		
Peer support groups and special interest groups		

NHS Lothian Board Members	<ul style="list-style-type: none"> <li>• Informed leaders, consultants and ambassadors</li> <li>• Support for and buy-in to the priorities of the IJB</li> <li>• Receiving appropriate information at the right time and have opportunities to learn</li> <li>• Shared Purpose</li> </ul>	<ul style="list-style-type: none"> <li>• Officers have been providing information and, where possible, assisting with Elected Member and MSP/MP enquires regarding the future of community hospitals and care homes in West Lothian</li> <li>• IJB Performance is reported to both Council and NHS Lothian on an annual basis</li> <li>• IJB development sessions for members</li> <li>• Twitter accounts provide updates on key issues</li> <li>• IJB section developed on HSCP website Latest news section launched on HSCP website</li> </ul>
West Lothian Council Elected Members		
MSPs and MPs		
Local media		
Government and other regulators		
Third Sector Interface	<ul style="list-style-type: none"> <li>• Informed leaders, consultants and ambassadors</li> <li>• Are consulted, engaged and supported to contribute</li> <li>• Their learning is captured and valued</li> <li>• They have confidence and trust in the work of the IJB and the partnership</li> <li>• Increased capacity for innovation</li> </ul>	<ul style="list-style-type: none"> <li>• Voluntary Sector Gateway and Carers of West Lothian are represented at both the Strategic Planning Group and the IJB</li> <li>• Community organisations including community councils are included in consultation communications</li> <li>• Regular forums for commissioned care providers to provide overview of operational and strategic issues</li> </ul>
Third sector service providers		
Social Enterprises		
Community bodies and groups		
Independent providers		
Partner organisations		

		<ul style="list-style-type: none"> <li>• Involvement of broad range of stakeholders in the development of the Strategic Plan</li> <li>• Third Sector Interface involved in planning to key projects such as Mental Health Awareness, Carers and Trauma Informed Practice</li> </ul>
Partnership staff from NHS Lothian and West Lothian Council	<ul style="list-style-type: none"> <li>• Informed workforce</li> <li>• Support for and buy-in to the priorities of the IJB</li> <li>• Staff feel engaged, consulted and are active participants in decisions</li> <li>• Staff are empowered to share good practice and ideas</li> </ul>	<ul style="list-style-type: none"> <li>• Partnership representatives on IJB/SPG/Workforce planning and other committees</li> <li>• Informal ‘Coffee and Chat’ sessions taking place virtually where staff can contribute ideas and hear more about a variety of developments in the partnership</li> <li>• Launch of staff campaigns such as Data Driven December</li> <li>• Staff presentation of local work to national and international conferences</li> <li>• Workforce planning engagement and feedback</li> <li>• Home First Conference launched to inform and engage staff in the programme</li> <li>• Staff and partnership representatives on strategic committees</li> </ul>
Wider staff groups from NHS Lothian and West Lothian Council		
Trade Unions		
Professional Bodies		



### Examples of Good Practice

#### East Calder Health Centre Engagement Report

West Lothian HSCP embarked on its public and staff consultations between 30 September and 6 November 2022. The purpose of the engagement was to gather the views of the local community. The partnership proactively sought participation of hard-to-reach groups, such as carers, via targeted engagement. 642 people took part in the survey and a wide range of views was collected. This was subsequently published in an engagement report, which will form a wider business case for a new building.

#### Data Driven December

Data Driven December was a staff campaign initiative designed to promote the good use of data within West Lothian HSCP.

Throughout December West Lothian HSCP celebrated how we made good use of data throughout 2022. Communications were issued to all staff to highlight the seminar, along with the production of campaign materials such as a promotion video and a logo. The campaign was featured on our social media throughout December and highlighted that better use of routine data can directly support care, drive service improvement and enable research and innovation.

#### Single Point of Contact

Community Single Point of Contact is an initiative designed to provide rapid access to community health and social and third sector teams in order to prevent presentation and admission to acute hospital sites.

SPoC was a new way of working for staff and before the launch of the pilot, it was identified that a staff training video would be needed to explain how the scheme would work. It was put to a series of video clips, which edited together on Canva, which had recently been procured as an editing software.

The video explained the project, how the pilot would work and how staff would engage the programme. Once completed it was communicated in an email to leaders and managers and made available on the intranet. It is now being updated for 2023 to highlight the successes of SPoC first year.

#### Workforce Communication and Engagement Strategy

Following the publication of the West Lothian HSCP Workforce Plan 2022–25, it was identified within that report West Lothian HSCP needed a Workforce Communications and Engagement Strategy. This is to ensure that all HSCP staff and the wider West Lothian health and social care workforce are aware of and engaged in the work of the partnership undertakes.

Through collaborative working we can create effective and sustainable solutions and achieve the best outcomes for our staff and the people of West Lothian. The plan was passed by the Integration Joint Board in January 2023 and is now in process of being implemented by HSCP Workforce Planning Working Group and the HSCP Communication and Engagement Lead.

### **Carers Week**

One of the key documents that has been launched in the last year has been the Carers Strategy, which updated and published in June 2023. The launch of the strategy was done to coincide with Carers week, which was marked by a week of events across a number of locations in West Lothian. It was also featured on social media, showing different aspects of caring and where support is available. New carers campaign materials were also developed, including new leaflets, branding and a new banner to be used at different events going forward.

### **Mental Health Awareness Week**

As part of Mental Health Awareness Week, we decided to relaunch the West Lothian HSCP Mental Health Twitter account. Following changes in staff, this account has not been utilised. We used Mental Health Awareness Week to relaunch the account and boost the number of people viewing the account.

The account is now regularly being used to promote mental health issues. Work was done to promote mental health services available to staff via both NHS Lothian and West Lothian Council through an all staff email highlighting how staff could seek support.

### **16 Days of Activism**

West Lothian HSCP, along with West Lothian Council, undertook extensive work in November to promote 16 Days of Activism against gender-based violence. The purpose of the campaign was to raise awareness of survivors and their stories, signpost people to support agencies and to highlight ongoing work against the abuse of women and girls. West Lothian based events were planned through the 16 days, both online and in person. There was also an exhibition of survivor art held in Howden Park Centre. Staff were also invited to attend Commercial Sexual Exploitation Training through the Women's Support Project.

### **Consultation and Promotion of the IJB Strategic Plan**

The West Lothian IJB Strategic Plan was passed in March 2023. In the run up to the passing of the document, significant engagement work was carried out in the run up to the drafting of the plan. This included an online survey, which ran for approximately three weeks, gathered views from staff, service users and partners. Paper consultations were also made available. Staff also visited a number of local partners in order to gain insights, including visiting Community Connections drop-in sessions and the Senior People's Forum.

### **Community Health and Social Care Bed Based Review**

Following the passing the Strategic Plan and the IJB budget for the next three years, West Lothian HSCP set out to engage with key relevant stakeholders as to the future and the requirement for maintaining required level of residential support for older people when that is assessed necessary to meet their needs.

The schedule of events took place in April and May. The engagement process will included digital questionnaire, face to face meetings with stakeholders and opportunities to meet virtually. The digital questionnaire was circulated for a period of four weeks to residents, their families and staff. Feedback from this engagement was fed back to the board and allowed them to make informed decisions on the bed based review.

[West Lothian Integration Joint Board Strategic Plan 2023-28](#)

[West Lothian Workforce Communication and Engagement Strategy](#)

[The Public Bodies \(Joint Working\) \(Scotland\) Act 2014](#)  
<https://www.legislation.gov.uk/asp/2014/9/contents/enacted>

[The NHS Reform \(Scotland\) Act 2004](#)

[Patient Rights \(Scotland\) Act 2011](#)

[Scottish Government/ COSLA - Planning with People: Community engagement and participation guidance](#)

[The Community Empowerment \(Scotland\) Act 2015](#)

[The Public Sector Equality Duty](#)

[The Equality Act \(Scotland\) 2010](#)

[NHS Lothian Integrated Impact Assessment](#)

[UK Government Accessibility Requirements for Public Sector Bodies](#)

[UK Government Communication Service: OASIS guide to campaign planning](#)