

Commissioning Group

22nd May 2013

Will Health and Wellbeing Boards Succeed in Engaging Communities

Summary

This paper describes the findings from a recent consultation Institute event on the challenges that Health and Wellbeing Boards (HWBs) will face in engaging with communities in a meaningful way. As the JSNA Commissioning Group lead on engagement for the HWB, as part of the JSNA, they are asked to note the observations below and may want to consider recommending further action by the HWB.

Recommendations for the JSNA Commissioning Group:

- *Make accurate customer/patient perception data available as part of our JSNA or through another partner in the HWB.*
- *Ensure we provide feedback to those who participate in consultations, in a transparent and honest fashion. We should endeavour to demonstrate what differences have been made: "You should never mistake activity for progress".*
- *Avoid jargon and use patient driven Indicators e.g. mortality & morbidity.*
- *Recommend the HWB is clear how success is measured; taking clear ownership by setting realistic, locally deliverable targets.*
- *Consider recommending the HWB appoint a local HWB Engagement Officer as a lead for HWB related engagement.*

1 Introduction

This report provides feedback to Commissioning Group on an event held by the Consultation Institute in Birmingham on the 14th of May, attended by Rita Ansell of Business Intelligence in People Group. This was a roundtable event to discuss the engagement responsibilities of HWBs. Four questions were posed for consideration:

1. How much of an engagement role do HWBs actually have?
2. Are there different models for discharging these responsibilities?
3. Are they likely to succeed?
4. Who has the skills for public engagement and where are they sitting?

2 Discussion

Discussion on the day focussed on the questions above and considered:

- Whether HWB's would expect CCG's to manage engagement and consultation because they have the necessary expertise or will they use resources from local authorities.
- How proactive HWB's would be and what the balance would be between public and stakeholder consultation.

There was a lengthy discussion about the right skill set to undertake robust engagement with both of these groups and a recommendation that HWBs will need to be firm about their

requirement for consultation expertise. **Some authorities have specifically appointed Health and Wellbeing Engagement Officers.**

There was a broad consensus on the following:

- HWB's have a role to play in local oversight together with Overview and Scrutiny and are a focal point for local issues
- Local authorities and each of their partner CCG's must involve Healthwatch and the people who live and work in the local area.
- It is essential to have the right skill set to undertake robust engagement with both the public and stakeholders.
- Most shadow HWB have made an attempt to engage people in the design of their HWB strategies
- Some HWB's are already inviting residents and other stakeholders, such as the voluntary and community organisations to hear their views about the issues that have emerged for discussion and whether the correct priorities are being addressed
- Patients and the public should be fully engaged in the design of any options.

3 “Turning the NHS the right way up”

Julie Bailey of 'Cure the NHS' delivered a powerful presentation to testify to the need for better public accountability following her personal battle with Staffordshire Hospital.

4 Case Study: The Story in Lincolnshire

Dr. Tony Hill, Joint Director of Public Health and member of the Lincolnshire Health & Wellbeing Board, explained that Lincolnshire's previous JSNA contained mainly data, with very little commentary and was not readily accessible.

In Lincolnshire's 2011 JSNA, they conducted lots of engagement and consultation and their published document now contains expert commentary and establishes priorities to feed into JHWS. There is a continuous process of updating and a work programme for continued improvement. The product is easily available on their website and they have produced an easy read Overview Report.

Lincolnshire also conducted extensive engagement around their Health and Wellbeing strategy and used a wide range of consultation methods including engagement outside of the HWB with individual Board members acting as champions for other groups.

5 Challenges for HWB's going forward

- How they will measure outcomes and know if things are getting better.
- Joining up activity internally to ensure parties involved in health and wellbeing are aware of work being conducted, maximising opportunities and minimising duplication, locally.
- Managing their relationship with Overview and Scrutiny Boards, CCG's and NHS Commissioning Board to ensure local issues are at the forefront of what we do.
- Managing the barriers and differences in culture and language between the National Health Service (NHS) and Local Authority (LA).
- Maximising existing resources and networks, from all partners, to engage effectively with the local population..
- Managing the balance between strategic consultation versus operational, to ensure that the evidence for JSNAs and JHWS is addressed.

- Ensuring we have transparent and honest conversations with the public.
- Difficulties in engaging with new and transient populations including travellers and migrants.
- Avoiding the risk of token engagement given budget cuts and providing the resources, capacity and capability to engage meaningfully
- Ensuring the public feel like consultation is meaningful and results in change by being proactive about providing positive examples of where changes have been made following consultation with the public.