

Report to STP Board: 23 November 2020

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| <b>Agenda item:</b>  | 6.   |        |               |
| <b>Title:</b>  | Journey towards becoming an Integrated Care System – Communications Plan   |        |               |
| <b>Lead:</b>   | Laura Halstead, Head of Communications & Marketing, Cambridgeshire & Peterborough Clinical Commissioning Group<br>Alison Ives, System Governance and Business Manager, System Delivery Unit. |        |               |
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| <b>Report purpose</b> <i>(Please mark one in bold)</i>                                   |  |        |               |
| APPROVAL   | DECISION   | ASSURE | <b>INFORM</b> |
| <b>Committees/groups where this has been presented to before</b> <i>(including date)</i> |  |        |               |
| N/A  |  |        |               |

**Purpose of the paper**

Cambridgeshire and Peterborough health and social care partners are committed to becoming an Integrated Care System (ICS) by February 2021. To support the creation of the ICS, a consistent and compelling approach to communications and engagement is required.

**The STP Board are invited to:**

The Sustainability and Transformation partnership (STP) Board are asked to **note the** Communications Plan to support our Journey towards becoming an Integrated Care System

## 1. INTRODUCTION / BACKGROUND

Communications and engagement are a shared endeavour across the entire system. This work is led by Cambridgeshire and Peterborough Comms Cell whose members include representatives from:

- Cambridge University Hospitals NHS Foundation Trust
- North West Anglia Foundation Trust
- Royal Papworth Hospital NHS Foundation Trust
- Cambridgeshire and Peterborough Clinical Commissioning Group
- Cambridgeshire and Peterborough NHS Foundation Trust
- Cambridgeshire Community NHS Services
- East of England Ambulance NHS Trust
- Cambridgeshire County Council and Peterborough City Council
- Healthwatch (Cambridgeshire and Peterborough)
- HUC (NHS 111 Provider)

## 2. BODY OF REPORT

In Cambridgeshire and Peterborough, we have a good track record of engaging with our communities and we recognise the benefits of strong communications and engagement. Our local people interact with health and care services in different ways at different times - as patients receiving care, as the family members or carers of loved ones and at other times as citizens and taxpayers. We have considered the different perspectives this may bring.

As we move from an aspiring to an operational ICS, we want to ensure that our local communities, stakeholders and service users are not only well informed, but feel genuinely brought along the process with us.

Locally, we have experience of developing and delivering effective system wide communications and engagement plans, from a system-wide diabetes strategy and Integrated Networks to developing Health and Wellbeing Strategies and delivering partnership mental health campaigns. We will use all of these experiences in the development of our ICS communications and engagement strategy.

### ***Key audiences***

The ICS has a diverse range of stakeholders and audiences, who can be broken down into the following key groups:

- Staff at ICS organisations, including ICS Programme Members and Execs
- Primary Care colleagues
- Local community – including patients with complex needs, care givers, and those in harder to reach groups
- Political – including Ministers, local MPs, local Mayor, Cllrs and other elected officials
- Regulatory and Scrutiny – including NHSE/I, Health Scrutiny, Health and Wellbeing Boards
- Health charities and voluntary groups – including Healthwatch

We will utilise existing communications channels owned by members of the system to reach the majority of these audiences (e.g. websites, social media channels, newsletters, briefings etc...), with the addition of a dedicated ICS website and newsletter.

### **Key messages**

Comms Cell members are working together to develop a set of key messages and core narrative for our aspirational ICS. They have agreed the following 'boilerplate' content that can be used in partner communications including press releases and websites:

*'[ORGANISATION] is part of the local health and social care team, known as the Cambridgeshire and Peterborough Integrated Care System (ICS). We are working together to deliver and improve care for local people. This partnership brings together expertise from across the area to develop new ways of working, ensuring people receive the best, joined-up health and social care that is closer to home.'*

This core narrative will be supported by a range of key messages, examples of which can be found below:

- A health and social care team that puts people, wherever they live, at the heart of their own health care.
- A plan that helps people, whatever their background, to protect their own health, and that makes sure people, whoever they are, have the right treatment and care when they need it.

### **Next steps**

There are five key communications priorities for the next six months. They are:

1. Creation of an ICS 'brand' – including name, identity and key narrative
2. Production of an ICS website to enable us to share our key messages and successes
3. Generation of compelling case studies to showcase the outstanding work already taking place across our area
4. Capturing short videos to showcase the work of the system and values/ aspirations of ICS
5. Set up and delivery of a monthly newsletter, which will share the case studies and video content outlined above and also updates from the Board. A content forward plan can be found in Appendix One.

### **Delivery**

Given the significant pressures on Comms Cell members at this moment in time due to the pandemic, it has been agreed that a Band 7 individual will be recruited on a temporary basis for six months to help support the production of materials/ content, developing the ICS website in partnership with CUHFT (whose web platform we plan to utilise to maximise return on investment and minimise costs), supporting Board related communications and coordinate partnership contributions and feedback.

This individual is being recruited via an agency and will be hosted by the STP. They will work under the guidance and management of the Head of Communications and Marketing at the CCG (Comms Cell Chair) and System Governance/Business Manager at the STP who is helping to coordinate and support ICS development work.

## **3. RECOMMENDATIONS**

The STP Board are asked to **note the** Communications Plan to support our Journey towards becoming an Integrated Care System

*November 2020*