

Health and Wellbeing Board Engagement Event – 17th March 2014, York House, Twickenham

1. How can we make the relationship between stakeholders and the Board more effective?

Comments

- Stakeholders need to understand the role and responsibilities of the Health and Wellbeing Board (HwB) and how they can have a reciprocal relationship with it.
- The impact of the Health and Wellbeing Board has not filtered down to operational level yet so it is difficult to ascertain the impact on the day to day running of services.
- There is a need for ground level engagement with service users (through either the Board as a collective or its partners) as they are unaware of what the HwB is and what it does.
- It is important to have a wide range of expertise on the Board.
- There needs to be recognition that the voluntary sector is a competitive environment and organisations may be competing with each other for grants and funding.

Suggestions

- A structure chart of the Board and how it links to statutory and non-statutory stakeholders and bodies should be created.
- A stakeholder network could be created (either virtual or in person) so the Board can link to certain stakeholders on specific issues. This network should be stakeholder led as opposed to Board led.
- The HwB need to set meaningful, timely agendas and a forward plan for the year to enable stakeholders to be aware of where they can most meaningfully get involved.
- Engagement can be with partners on the Board rather than the 'Board' as a collective.
- It is important for the Board to challenge internally on how stakeholders have been involved in things which are presented to them
- Allow for effective engagement in a range of settings, not just formal meetings – often the best engagement comes from informal settings
- Assess/analyse what knowledge is already in the system – which stakeholders are consulting on what and how this information can be harnessed and used by the Board.
- A series of workshops should be set up to engage in key topics – four to six months ahead of the meeting

2. How would stakeholders like to be more engaged and involved in the development of the key themes of the Health and Wellbeing Strategy?

Comments

- Stakeholders need to learn what commissioning is and as this becomes clearer there will be more engagement.
- Important to identify issues on which the Board needs to lead and those which stakeholders can engage in.

Suggestions

- The HwB could publish 2 or 3 milestones they are hoping to achieve over the next 18-24 months and receive feedback from the voluntary sector.
- The HwB needs to engage outwards and consult but also have a way of feeding back to the voluntary sector too.
- It is important to identify where, in the Board's remit, engagement would be most effective for the Board and for stakeholders

- Need to do more work on using and demonstrating how feedback is used to influence change e.g. commissioning priorities, service design etc
- Investigate the Leicester [People Powered Health Model](#)
- Important to involve the Voluntary Sector organisations at the planning stage/co-production in terms of commissioning. This stage would sit outside of the HwB but the Board could have strategic oversight to ensure it is happening.
- Service users need an important role as 'voice', rather than representative – they need to be able to define their role and be involved.
- A timetable of when strategies will be refreshed should be made public to increase engagement.
- Performance monitoring of the strategies needs to be shared with stakeholders as this makes it easier for there to be effective engagement.
- The board needs to be telling its members what kind of engagement, and the standard of engagement, it expects.
- There should be a carer and patient representative on the Board itself as just having HealthWatch is not appropriate.
- There should be more than 6 public meetings a year.

3. How can the Board continue to communicate effectively its vision, purpose and activity to its stakeholders?

Comments

- Stakeholders want to be involved in reviewing the strategy
- At present there is not continued effective communication between the Board and voluntary sector organisations
- Important for the Board to be the Health Systems Leader and make the use of existing bodies where consultation already takes place.

Suggestions

- Need to develop a communication strategy that fits with the engagement strategy
- Utilise pre-existing communication channels such as emails. There should be an email alert for people who are interested in attending and a newsletter would be useful – perhaps this could be sent out by HealthWatch.
- There should be more engagement around the JSNA and this should be communicated clearly
- There needs to be a sense of where the piece of information you have provided has gone – evidence the fact that the board has listened as this enables the HwB to be transparent.
- The Board needs a communications budget and marketing needs to be increased so that the public know they can attend the public meetings.
- Engagement events should be established around the themes. This should be done in conjunction with the CCG to ensure that the same thing is not discussed 3 times in 3 different forums, although there does need to be recognition that the feedback will be different each time.
- There should be a 'Health and Wellbeing Board Champion' who would engage with people on a local level as it vital the HwB strategies filter down to ground level.
- There needs to be service provider feedback provided to the Board – a strategy of doing this needs to be developed.
- Need to raise awareness of the open forums
- Could use social media and webcasting to open up the HwB's meetings
- Investigate whether the venues of the meetings are the most appropriate and whether the times and dates of the meetings are preventing anyone from attending.
- Use skills and information within the voluntary sector to carry out engagement on the board's behalf – often more locally focused and accessible to people.
- Board members could do outreach to their networks and raise awareness of the Board so as to cascade information to a wide variety of agencies and stakeholders.

Other comments

- It is important for residents to know how the Board works for them i.e. the link between “I can’t get access to a GP” and consideration of the strategic issues relating to access and location of GP surgeries.