ICS Engagement Strategy

We want to know what you think of the approach to working with people and communities across Herefordshire and Worcestershire.
Integrated Care System

- Integrated Care System (ICS) working began in April 2021
- The Integrated Care Board (ICB) will be the legal entity that replaces CCGs from 1 July 2022 (date subject to legislation)
- To find out more about the ICS and ICB, watch the recorded Live Event: https://bit.ly/ICSICBLiveEventJan2022
- Each ICS must publish an Engagement Strategy, which describes how partners will work with people and local communities
- In September 2021 NHSEi published implementation guidance for ICSs on working with people and communities. This set out 10 principles, designed to be a ‘thread’ running throughout the ICS.
- Across Herefordshire and Worcestershire we want to apply these 10 principles.
1 & 2 of the 10 principles

1. Put voices of people at the centre of decision-making and governance

- Appoint three independent non-executive members and meetings held in public
- Establish a Prevention, Health Inequalities, Engagement and Participation Advisory Panel
- Healthwatch will be part of the Integrated Partnership Assembly with other professional, clinical, political and community leaders.
- Place (county) based partnerships will work closely with Healthwatch and VCSE

2. Start engagement early when developing plans

- Continue the ongoing and continuous engagement conversation
- Engage with people and communities throughout the engagement cycle – identifying needs, planning and designing services, procuring and contracting services and monitoring outcomes.
3. Understand community’s needs, experiences and aspirations

- Use insights from national and local data,
- And from previous and partner engagement exercises
- Build on networks and partner knowledge

4. Build relationships with excluded groups, especially those affected by inequalities

- Proactively seek participation from people and communities who experience health inequalities
- Listen to those who cannot access services and support
- Work with partners to strengthen relationships with communities
5 & 6 of the 10 principles

5. Work with Healthwatch and the VCSE sector as key partners

- Work more closely with Healthwatch Herefordshire and Worcestershire
- Maintain, strengthen and broaden partnerships with VCSE organisations
- Focus on place based (county) groups and partnerships / lead officers

6. Provide clear and accessible public information about visions and plans

- Information should be easy to understand, recognising everyone has different needs
- Convey the right message, in the right way, to the right people
- Ensure information is accessible and in different formats if required
7 & 8 of 10 principles

7. Use community development approaches that empower people

- Understand the community assets and barriers across Herefordshire and Worcestershire
- Work with partners on the Asset-Based Community Development (ABCD) approach
- Through the ABCD approach community builders are being established

8. Use co-production insight and engagement

- Choose the best approach to engagement depending on the circumstances
- Build on the established patient and care groups across Herefordshire and Worcestershire
- Link engagement findings into the wider operation and strategic decision making analysis
- Better use of existing insights across the system
9 & 10 of decision making principles

9. Co-produce and redesign services in partnership with people and communities

- Build on existing good co-production practices
- Utilise a range of different methods as appropriate
- Place based (county) engagement officer groups will support these exercises by sharing knowledge, skills and resources

10. Learn from what works and build on the assets of all ICS partners

- Integrate engagement working across partners and reduce duplication through networks and partnerships including: ICS Communications and Engagement Advisory Group, Herefordshire Engagement Network, Worcestershire Engagement Network, One Herefordshire and Worcestershire Place Communications Groups
What do you think?

We would like to know your views:

• Do these principles make sense to you?
• How can we work better and closer with people and communities?
• Are there any opportunities we are missing?

• Please share your thoughts with us by completing the online survey which is available here: https://www.surveymonkey.co.uk/r/ICSEngagementStrategy or by emailing us at hw.engage@nhs.net