

# 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 & 4 of the 10 principles

## 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

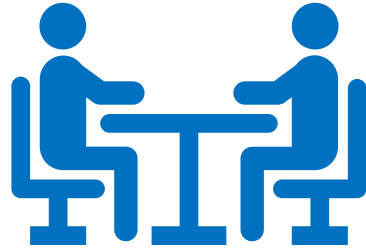
## 4. Build relationships with excluded groups, especially those affected by inequalities



- 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

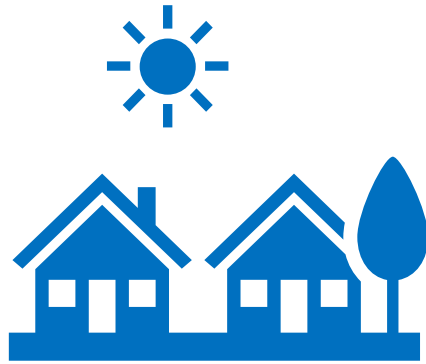
## 6. Provide clear and accessible public information about visions and plans



- 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

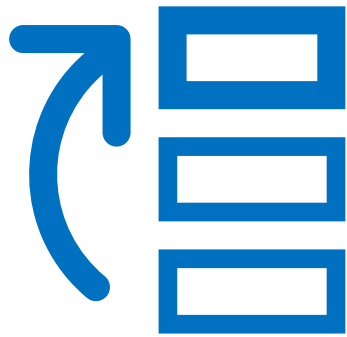
## 8. Use co-production insight and engagement



- 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](mailto:hw.engage@nhs.net)