

Clinical Services Strategy  
Engagement Plan/Key Actions  
April – June 2022

## **The Approach**

### **“Continuing the conversation”**

This engagement programme provides an opportunity to continue the conversation with staff, public, patients and partners about our developing Clinical Services Strategy, which started with the recent engagement work to refresh the overarching Health Board Strategy ‘Living Healthier, Staying Well’.

### **Stakeholder mapping**

Stakeholder mapping is an important step to understanding who our key stakeholders are and helps us to engage with the right people in the right way. We know that having views recognised and valued are important in building trust and are key to developing a positive reputation for the Health Board.

Some workshops and discussions with clinicians and stakeholders have already taken place, we will identify and map out stakeholders who can further help inform and shape the strategy.

### **Engagement activities and platforms**

Although face-to-face engagement is now a possibility, we recognise the benefits of delivering engagement in a range of different ways utilising a mixture of traditional face-to-face meetings as well as virtual platforms such as Teams or Zoom to hold focus groups, Q&A sessions as well as one to one conversations.

We will identify opportunities to discuss the strategy with the public and stakeholders and gather informed views, through specific targeted engagement events or by utilising opportunities to link with existing networks or groups, for example, our Engagement Practitioner Forums or Health and Wellbeing Forums.

We will also take opportunities to engage partners through existing strategic forums such as the Public Services Boards (PSBs) and Regional Partnership Board (RPB).

### **Surveys and questionnaires**

Surveys are a good way to capture general views and insight, whilst questionnaires provide an opportunity to obtain more focussed feedback.

We have developed an online questionnaire, which we will promote through the Health Board’s social media channels and existing networks.

We will share links to the questionnaire and other relevant information about how to get involved through regional, area and community networks and groups. Signposting to the relevant information and engagement opportunities will go out in the Health Board's partner briefings to its corporate stakeholders.

### **Engaging with hard to reach groups**

It is important that we are inclusive and give everyone the opportunity to participate, especially seldom heard groups and those whose first language is not English. We have long-standing relationships with stakeholders groups who represent protected characteristics and will ensure there are opportunities to engage with them.

We will provide information and engagement materials in a number of accessible formats and languages.

### **Involving Staff**

The views of our staff are vitally important to help shape the Strategy and to create a sense of ownership, which will be fundamental to the success of the Strategy. In addition to an online questionnaire, which will be sign posted to all BCU staff we will actively seek out other opportunities for staff engagement

### **Using engagement responses**

We will be open and transparent with the engagement feedback we receive and how we have used it. We will produce an Engagement Report, which details the responses received, summarises the key themes and how we have responded to them in the final version of the Strategy. We will publish this report as a supporting document to the Strategy.

### **Delivering the approach – the Plan**

See table overleaf:

## April/Mid May - Planning / Pre Engagement Stage

Action	Lead	Date Completed by	Progress/Comments
1. Agree the issues to be presented for the engagement exercise	KW/SB	6.5.22	Complete Key issues will consist of: - Clinical Vision - Guiding Principles - Design Principles - Enablers
2. Agree the scale and scope of engagement and key “audiences” to engage, include timescales and purpose of engagement, e.g. is it to inform the strategy or simply share information about it etc.	KW/SB	6.5.22	Complete: The basis will be to inform the strategy. The engagement programme will be commensurate with the period of 4 weeks 1st to 30 <sup>th</sup> June 2022
3. Undertake stakeholder analysis to identify key stakeholders who can contribute to the conversation	RC	6.5.22	Complete
4. Review previous engagement activity (this will inform 2 & 3)	KW/CJ	6.5.22	Complete
5. Produce a key information/discussion document to include, guiding principles, design principles, criteria & timescales	KW	12.5.22	In progress
6. Produce information in an appropriate range of accessible formats for use during engagement	KW	12.5.22	In progress
7. Develop a workforce/staff engagement plan	KW/RC	TBA	In progress

8. If a stakeholder / public survey is to be used prepare the scope and decide key questions	CJ/RC		In progress
9. Create Clinical Services Strategy website pages in preparation for new content	HB Communication Team	TBA	In progress – Content currently being developed
10. Develop a social media plan	HB Social Media Team	TBA	Not yet commenced
11. Agree engagement activities and dates, e.g. focus groups, workshops, Q&A sessions etc.	NL/CF/SB/KW	12.5.22	In progress

### Mid May/June- Engagement Stage

Action	Lead	Date Completed by	Progress
1. Arrange engagement workshops – Local Authority elected members	CJ	06.05.2022	On track Workshops scheduled with each of the 6 Local Authorities between 06 and 29/06/2022
2. Launch Public Survey	HB Engagement Team	TBA	Not yet commenced
3. Partners workshop	HB Engagement Team	TBA	In progress to involve our third and community sector practitioner forum members
4. Opportunities to presentations at community networks /Forums	HB Engagement Team	TBA	In progress

### June – End of Engagement – Analysis and Feedback

Action	Lead	Date Completed by	Progress
--------	------	-------------------	----------

1. Analysis undertaken and findings reported	KW/CJ	TBA	Not yet commenced
2. Programme leads to review findings and prepare recommendations for amendments to the strategy	KW/CJ	TBA	Not yet commenced
3. Findings shared with stakeholders and published in an Engagement Report.	KW/CJ	TBA	Not yet commenced, will accompany publication of the Strategy.