

Wirral JSNA – Comms and Engagement Options – 2013

Aspect	Option	
General approach	Social media onto JSNA website - using LA web address	<ul style="list-style-type: none"> ○ JH to discuss with WHIS Web Developer staff and liaise with JD & KM
	Put JSNA on next meeting agenda for HWB Comms & Engagement Group	<ul style="list-style-type: none"> ○ KM to arrange to revisit work so far and discuss these and any other options for JSNA linked to HWB work
	Meetings, Events and other opportunities <ul style="list-style-type: none"> ● Youth Parliament ● VCAW AGM ● PHIF funding process ● Libraries ● Others 	<ul style="list-style-type: none"> ○ JH to identify options and arrange access ○ Develop option of JSNA icon being placed on all Library and OSS public PCs – meets needs of people with no or limited IT access (from prev. JSNA survey comments) (JH) ○ Develop links to service info from content in JSNA (meet survey requests) ○ Develop links for partner strategies and plans to JSNA content (JH) ○ Source the ‘area’ or cluster based meetings for variety of disciplines – get invite to meeting...(JH)
	Partners websites – links to JSNA	<ul style="list-style-type: none"> ● Direct icon link to JSNA website (JH & Others)
Formal Annual Questionnaire and survey	Informing HWB ahead of JHWBS process	<ul style="list-style-type: none"> ● KI survey (JH & Others) ● Review of KI survey ● Secondary survey to clarify if needed
	Source partners survey processes <ul style="list-style-type: none"> ● E.g. CYP HELP survey 	<ul style="list-style-type: none"> ● Consider content and look for results to support the JSNA evidence base ● HWB C & E group to identify options

Aspect	Option	
Continuous Dialogue	Wirral Providers <ul style="list-style-type: none"> • Wirral Well • Community Care Network • via commissioners and commissioning processes 	<ul style="list-style-type: none"> • Raise awareness and use of JSNA with providers and through to Service Users • Existing or planned engagement & involvement (get JSNA to 'piggy back') (JH & Others)
	CCGs <ul style="list-style-type: none"> • Patient Groups • Specific evidence gathering and/or engagement 	<ul style="list-style-type: none"> • Attend and re-attend meetings • Circulate information to the group • Collate their work back into JSNA • Existing or planned engagement & involvement (get JSNA to 'piggy back') (JH & Others)
	Voluntary Sector <ul style="list-style-type: none"> • Utilise local networks to improve engagement with JSNA 	<ul style="list-style-type: none"> • Raise awareness and use of JSNA with providers and through to Service Users (JH - VCAW & CVS) • Existing or planned engagement & involvement (get JSNA to 'piggy back')
	Community Sector <ul style="list-style-type: none"> • Utilise local networks to improve engagement with JSNA 	
	HealthWatch/Wirral Well/3SA <ul style="list-style-type: none"> • See protected characteristics • Consider specific groups involved with each 	<ul style="list-style-type: none"> • Raise awareness and use of JSNA with providers and through to Service Users (DJ) • Existing or planned engagement & involvement (get JSNA to 'piggy back') • Develop new users and access
	Specific H&WB issue Groups, for example, <ul style="list-style-type: none"> • Wirral Autistic Society • Wirral Alzheimer's Society • Wirral Older People's Parliament • Others to be added 	<ul style="list-style-type: none"> • Raise awareness and use of JSNA with providers and through to Service Users • Consider accessing specific groups to collate and produce specific HWB data • Circulate specific content to specific groups i.e. OP parliament – OP Chapter (JH & Others)

Aspect	Option	
Continuous Dialogue	People not in contact through traditional routes/Residents not feeling they can engage	<ul style="list-style-type: none"> • Work with partners to identify and create access • Raise awareness and use of JSNA with groups • Consider accessing specific groups to collate and produce specific HWB data • Utilise information that has either already been collected or is to be derived from a planned process for gathering data or information
	Protected Characteristics • Focus groups	<ul style="list-style-type: none"> • Consider accessing specific groups to collate and produce specific HWB data – supports DoH guidance on JSNA (JH & Others)
	Faith partners • LEW • Other Faith Groups	<ul style="list-style-type: none"> • Raise awareness and use of JSNA with providers and through to Service Users • Existing or planned engagement & involvement (get JSNA to 'piggy back') (JH & Others)
	Partner databases • See Partner contact and content • Specific internal staff groups	<ul style="list-style-type: none"> • Consider accessing specific groups to collate and produce specific HWB data • Raise awareness and use of JSNA with providers and through to Service Users • Existing or planned engagement & involvement (get JSNA to 'piggy back') (KMac, JH, HWB C&E Group & Others)
	Neighbourhoods (Area Forums)	<ul style="list-style-type: none"> • Spring 2013 – consider engaging latest forums with HWB key issues approach – invite wider audience or combine forums – Unconference approach (KMac)
Partner Contact and Content	Partners & People • Planned or otherwise	<ul style="list-style-type: none"> • Utilise information that has either already been collected or is to be derived from a planned process for gathering data or information • Obtain contact and access to both Staff groups and Service User groups (HWB C&E Group)

Proposed approach to collate and collect content for JSNA (May 13 Update)

Approaches to elements (how)

- Use existing networks and contacts to ascertain answers to key questions (as agreed prior) such as current 'what are your key health and wellbeing issues'
- Provide and present information in a format and way that enables a quick and easy transfer to the JSNA website, JSNA Executive Group and/or Health & Wellbeing Board where appropriate (returned to JSNA Programme Lead)
- Develop options and approaches to new people and areas where more information is required or specific issues exist so as to inform the JSNA
- To fit into agreed timeframe for production, review and refresh of JSNA & JHWBS (January – June 2013)
- Exploring any issues from JSNA that require more information

Methods

Formal annual questionnaire or questioning process	Continuous Dialogue		Content derived from already completed or planned contact
<ul style="list-style-type: none"> • Consider known or existing processes to add JSNA questions to an already planned process • Contact known groups to ask to complete survey (those involved in any continuous dialogue) • Make every effort to reach 'invisible', unknown, less accessible, or unaffiliated residents • Target groups for necessary responses 	Neighbourhood contact	Partner Engagement Databases	<p>Utilise information that has either already been collected or is to be derived from a planned process for gathering data or information</p> <p>Need is to provide existing content for the JSNA as there is so much already created and collated that can be used without adding work to any partner</p>
	Wirral Providers and users	CCGs & Patient Groups	
	Voluntary Sector Partners/People	Community Sector Partners/People	
	Health & wellbeing issue related support or other groups	Groups covered by Protected Characteristics	
	Faith partners and LEW	Wirral Well & HealthWatch	
	With residents not accessing traditional routes	With residents feeling they are not able to engage with public sector	

Using

<u>Focus Groups</u>	<u>Existing or planned contact</u>	<u>Known contacts and routes</u>	<u>Traditional or standard contacts</u>
<ul style="list-style-type: none"> • Known conditions • Gaps in knowledge • Emerging issues 	<ul style="list-style-type: none"> • Existing or planned partner engagement & involvement (get JSNA to 'piggy back') 	<ul style="list-style-type: none"> • Ask just one more question • Gather current views • Link to work in existing areas and groups • Work with excluded and not traditionally asked 	<ul style="list-style-type: none"> • Meetings • Events • Communications & Marketing

Result

**Local continuous surveillance of needs, issues and relevant content
(feeds the JSNA & other processes)**