

## HEALTH, SOCIAL CARE AND WELL BEING STRATEGY DEVELOPMENT, ENGAGEMENT AND CONSULTATION

The importance of involving and engaging stakeholders to secure better services and improve health has been a cornerstone of the Welsh Assembly Government's approach to policy development and integral to Cardiff's development of the Health Social Care and Well Being Strategy.

### ENGAGEMENT

The **Community Orientated Primary Care Process** utilised in the original consultation process in 2004 requires evaluation and reassessment to complete the cyclical process. Stakeholder involvement has therefore been vital during the implementation period, annual review and feedback events held regarding the 2005-08 Strategy. This commitment from stakeholders has been further developed during 2007 and has been critical to the approach to the next Strategy.

The **'Delivering the Challenge'** event was held in October 2006 to relay progress to stakeholders from multiple agencies and consultees from the development of the first Needs Assessment and Strategy workshops in 2003-04. The event provided feedback on the achievements of the first half of the Health Social Care and Well Being Strategy period (2005-08), reviewed the implementation plans for the second 18 months and looked ahead to developing key messages for the next Strategy. The event utilised a variety of media to engage with individuals, including poster presentations on each area of work and provided a renewed interest and base on which to develop engagement for the development of the second Strategy. The provision of 'stalls' by APG members facilitated two-way debate and healthy discussion on the progress of the Strategy and the opportunity for informal, written feedback/comments.

The Cardiff Health and Social Care Network held an event called, **'Need We Say More?'**

in June 2007 to consider the progress of the first Health Social Care and Well Being Strategy and the development of the next Strategy. Stakeholders from a wide range of voluntary organisations participated in workshop discussion on the achievements to date and the areas needing attention in the second Strategy.

A **Vision Setting Stakeholder Workshop** was held in March 2007 to agree the vision for health, social care and well being in 2011. The workshop considered the strategic framework and local priorities and discussed the future development of health, social care and well being services in Cardiff. The resultant vision demonstrated the synergy and correlation across partners. These outcomes have informed the development of the Strategy.

The **Strategic Commissioning Group** hosted a workshop for the chairs of the Advisory Planning Groups (APG) in May 2007 to help inform and shape the chapter development of the second Strategy. In addition Equality Assessment training was held for APG chairs and representatives.

Recognising that public engagement and community involvement is a fundamental element of the Health, Social Care and Well Being Strategy and to aid the development process, a **Consultation Group** was established to lead on engagement and consultation for the 2008-11 Strategy. Collaborative working, informed by representatives from a range of partner organisations, has brought a new innovative and inclusive approach to the consultation process, in the following ways:

- **Service User Representatives Panel** provided links with service users and public participation/involvement officers. This forum informed development of approaches to consultation and the opportunity to link with a wider range of service users.

- **Health, Social Care and Well Being Strategy newsletters** were produced at regular intervals in order to ensure the public and stakeholders were aware of the Strategy development and kept informed of progress and engagement opportunities. The newsletter was linked with the production of the Programme for Health Service Improvement newsletter to ensure readers were informed of both areas of development.
- **'Your Opportunity - Giving the Public and Partners a Voice'** This involvement and consultation plan was

developed, setting out the local approach to engagement and consultation for the second Health, Social Care and Well Being Strategy.

- **Capital Times**, the Council newspaper, which is distributed to every household in the City included articles on the second Strategy, and the consultation period.
- The **'Ask Cardiff' Survey** was utilised to consult with a random sample of 6000 members of the population on a broad range of services, including health and social care.

## CONSULTATION

The draft Health, Social Care and Well Being Strategy was approved by the Health Alliance and was then subject to a 12 week consultation period which ended on 14<sup>th</sup> January 2008. During this period a range of methods were used to secure the views of approximately 500 stakeholders, partners and residents on the proposals for future service developments.

- A launch event was held, attended by over 160 delegates and the programme included details of the partnership approach; needs assessment update; achievements DVD; workshops; and displays by Advisory Planning Groups and the opportunity to discuss specific chapter's content.
- A Summary document, which included a pull-out questionnaire was published and widely distributed.
- The Internet was utilised and the full draft Strategy and Summary were available on the Health Alliance and Partner websites. In addition the questionnaire could be completed and submitted online.
- Following feedback from stakeholders, it was agreed that the preferred approach to involvement was the utilisation of existing fora and networks. These fora were utilised to discuss the draft Strategy with informed groups who focused on specific chapters/client groups. In particular this approach engaged the voluntary sector via the Health & Social Care Network.
- The Community Health Council (CHC) supported consultation via meetings of Reference Panels, Junior CHC and a public evening meeting.
- A DVD illustrating achievements resulting from the first Strategy was made and shown at events.
- Local Press included articles advertising the draft Strategy events and the consultation period.

## RESPONSES

In total over 80 written consultation responses were received from the public, local and national organisations. Feedback was constructive and very useful. The range of responses was extensive and the majority could be categorised into themes detailed as:

- **Process** details such as style, format and approach, some of which could not be considered after the consultation had been conducted, but will be held for consideration in the development of the next Strategy.
- **Focused comments** to inform specific chapters.
- **Children & Young People** comments which will be considered during the development of the Children and Young People's Plan.
- **Links** and the importance of cross-referencing between APGs and across agendas was highlighted to ensure improved communication.
- **Gaps** were highlighted, in particular relating to specific initiatives and services, but it had been agreed that the range of services detailed in the Strategy had to be limited. Others advocated for the inclusion of information and plans on specific areas/medical conditions and treatment, but these suggestions did not fit with the agreed priorities and format of this HSC&WB Strategy.
- **Details** were requested relating to plans for implementation, finances and workforce.

Information relating to these supporting plans was scheduled for development when the consultation feedback had been considered and would be included in the final Strategy, and further developed during the lifetime of the Strategy.

- **Joint planning structures and arrangements** The Health Alliance and SCG have considered feedback and committed to reviewing existing partnership arrangements during the first year of the Strategy implementation period.

The responses were collated, analysed and shared across the APGs and groups most appropriate to consider specific comments. The responses were then reviewed and agreement reached by partner representatives as to whether the comments were:

- statements of support, endorsing the planned actions
- useful comments to be incorporated into the relevant chapters
- comments which could not be included in plans as there were currently no identified resources to facilitate implementation, but the suggestions would be considered during the lifetime of the Strategy
- ideas which were noted but could not feasibly be resourced over the next 3 years, or did not meet agreed local priorities.

All comments received were considered and respondents acknowledged.

## FUTURE CONSULTATION

Cardiff LSB has given commitment to establishing a city-wide model of engagement and consultation that is recognised as best practice and to develop a new online interface between citizens and public service providers. The 'Ask Cardiff' project and the bigger companion project 'Enhanced Consultation Strategies' have at their core the development of joint consultation methods, support mechanisms

and guidance for service providers undertaking statutory or other consultation mechanisms and activities. Future consultation phases arising from the HSC&WB Strategy will utilise the outputs of this work to enhance the approach to consultation and engagement on health, social care and well being planning.