
Report To:	Inverclyde Integration Joint Board	Date:	10th November 2015
Report By:	Brian Moore Chief Officer Inverclyde Health and Social Care Partnership (HSCP)	Report No:	IJB/16/2015/HW
Contact Officer:	Helen Watson Head of Planning, Health Improvement and Commissioning.	Contact No:	01475 715285
Subject:	COMMUNICATION FRAMEWORK		

1.0 PURPOSE

1.1 The purpose of this report is to advise the Integration Joint Board of the Communication Framework designed to deliver key messages about the purpose and activity of the Integration Joint Board and Health and Social Care Partnership to staff, partners and the general public.

2.0 SUMMARY

- 2.1 The aim of the framework is to highlight how we will deliver key messages to all stakeholders including staff, service users and families, partner agencies and the general community.
- 2.2 The report sets out the key objectives of the framework, which refers to the various methods we will use in communicating with our staff and stakeholders
- 2.3 In addition the framework outlines the route for approval prior to issuing each Integration Joint Board communication.

3.0 RECOMMENDATIONS

3.1 It is recommended that the Integration Joint Board approves the Communication Framework.

**Brian Moore
Chief Officer
Inverclyde HSCP**

4.0 BACKGROUND

4.1 Aim of the Framework

The aim of the Communication Framework is to make everyone with an interest in the Health and Social Care Partnership more aware of the purpose and activities of the organisation. It is important that staff working within the organisation: providers of services commissioned by the organisation; users of the organisation's services and their families, as well as members of the wider community and local partner organisations are receiving our messages in the way we intend to deliver them. It is also important that these key messages are conveyed simultaneously to all of our partners and stakeholders and that they know where to access these communications. This approach will help towards building the profile of an inclusive and inviting organisation committed to enabling partners to participate in its future development and towards its overarching aim of improving the lives of Inverclyde people.

4.2 Context

National

In line with Scottish Government policy, Health and Social Care services across the country are now developing integrated services to individuals requiring support, based on their own needs and preferred outcomes. Inverclyde has had integrated services since 2010, so we are building on these arrangements rather than creating new ones.

4.3 Local

Inverclyde Integration Joint Board has voting and non-voting members representing the parent bodies, Inverclyde Council and NHS Greater Glasgow and Clyde; service users and carers, and the independent and voluntary sector providers. In order to ensure that all partners and stakeholders are aware and kept informed of the business of the HSCP, it is vital that we establish a communications approach to ensure that we convey key messages to all of our partners about current developments in a clear, consistent and agreed way.

4.4 Objectives of the Communication Framework

- We have a robust and effective system in place for communications both internally and externally.
- Staff and other stakeholders have access to the same information and are kept informed of developments at the same time.
- Staff, service users and carers feel valued and connected with the organisation and feel they can contribute ideas.
- Staff, service users and carers feel better informed and engaged.
- We aim to create a more open and better understanding in the wider community of what we do as an organisation.
- We are able to showcase good practice and give information on how we are performing.

4.5 **Methods of Communication** (Target audiences and Approval routes)

The table below outlines the various proposed forms of communication, and who the target audience is likely to be, including the route for approval and processing communications. The table makes reference to “Corporate Communications”. By this we mean the Council and NHS Greater Glasgow & Clyde Corporate Communications Teams, and we will be required to develop a Service Level Agreement between these teams and the IJB. In the interests of openness, IJB papers will be released to the public in advance of each IJB meeting, and we will consider press releases after each IJB.

Who	Audience	Method	Approved by	Delivered by
Integration Joint Board Members	General Public	Press Statement	Chair/Vice Chair	Corporate Communications
		Annual Report/ Newsletter	IJB	HSCP Communications Group
HSCP internal	Staff	Weekly Bulletin/ Newsflash emails	Service Managers and above	HSCP Communications Group
		Council-ICON NHS-Staffnet	Service Managers and above	Corporate/HSCP Communications
		Team /Chief Officer's Brief	Content agreed by Head of Service and above	HSCP Communications Group
		Events Calendar	Website Editors	Website Editors
HSCP external	Service Providers	Providers Forum	Service Manager and above	Quality and Development Service
	General Public	Website	Service Managers and above	Website Editors
		Display Screens	Service Managers and above	HSCP Communications Group
		Press Statement	Approved by Chief Officer	HSCP Communications Group
		Social Media	Service Managers and above	HSCP Communications Group

4.6 We will continue to identify additional and innovative ways of communicating with all our stakeholders. The role of the HSCP Communications Group, which draws together representatives from across the organisation is to ensure that we are constantly updating and improving our methods of communication and engaging with staff, as well as, the general public and other parties. In addition we need to ensure that our communication is as effective as it can be and ensure that monitoring and evaluation is built into our action plan.

5.0 IMPLICATIONS

FINANCE

5.1 Financial Implications: There are no additional costs associated with this report.

One off Costs

Cost Centre	Budget Heading	Budget Years	Proposed Spend this Report £000	Virement From	Other Comments

Annually Recurring Costs/ (Savings)

Cost Centre	Budget Heading	With Effect from	Annual Net Impact £000	Virement From (If Applicable)	Other Comments

LEGAL

5.2 There are no legal issues within this report.

HUMAN RESOURCES

5.3 There are no human resources issues within this report.

EQUALITIES

5.4 There are no equality issues within this report.

Has an Equality Impact Assessment been carried out?

	YES (see attached appendix)
X	NO – This report does not introduce a new policy, function or strate or recommend a change to an existing policy, function strategy. Therefore, no Equality Impact Assessment required.

6.0 CONSULTATION

6.1 This report has been prepared by the Chief Officer, Inverclyde Health and Social Care Partnership (HSCP) after due consultation with the Council’s Corporate Communications Team.

7.0 LIST OF BACKGROUND PAPERS

7.1 N/A.