

East Dunbartonshire HSCP

PSUC Action Plan

(2021-2023)

This draft action plan has been produced in collaboration with the East Dunbartonshire Public, Service User and Carer Representatives group. The action plan builds on the main themes highlighted:

- Recruitment (PSUC group) + Proposed 'Community Health Panels' and recruitment during a pandemic
- Communication + Spreading the 'PoA' message
- Engaging with harder to reach groups
- Resources

Recommendations

The Integration SMT is asked to:

- a) Note this action plan;
- b) Approve the action plan
- c) Approve the establishment of an East Dunbartonshire participation and involvement 'Community Health Panels'
- d) Acknowledge and approve the creation of PSUC 'PoA' champions amongst the membership

The main policy and strategy drivers are:

National

- NHS Reform (Scotland) Act 2004
- Informing, engaging and consulting people in developing health and community care services, CEL 4 (2010)
- Patient Rights (Scotland) Act 2011
- Social Care (Self-directed Support) (Scotland) Act 2013
- Public Bodies (Joint Working) (Scotland) Act 2014
- Community Empowerment (Scotland) Act 2015
- Carers (Scotland) Act 2016
- Health & Social Care Delivery Plan published 2016, and;
- National Care Standards, The Scottish Government, published 2017

HSCP

Local

20117-27 East Dunbartonshire Local Outcome Improvement Plan 2017-2027
 2015-18 East Dunbartonshire HSCP- Strategic Plan - 2015/18
 2018-21 East Dunbartonshire HSCP- Strategic Plan - 2018/21 + 2021/2022 Yearly SPG
 2018-21 East Dunbartonshire HSCP – Joint Health Improvement Plan (2018-21)

Objectives	Actions Required	Time Scale	Outcomes / added benefits	Monitoring & Evaluation	Budget / Resources Required	Lead	Supporting Role	Link to existing plans	Review date
1.0 Targeted Recruitment Objective: <ul style="list-style-type: none"> Engage with and involve patients, service users and carers encouraging participation in the strategic planning, development and review of all HSCP Health and Social Care services. (Pandemic recruitment through social media, email and Teams)) 									
1.1 Increase PSUC membership from local residents and local population groups which have historically been less well represented.	PSUC group to 'own' the recruitment duties and share info with their 'Groups' and networks. Carry out a gap analysis and identify any missing groups Compare with the diversity to the population of East Dun. (EDC LOIP area profile 2017-27).	April 2022	This will show where we need to focus to ensure we have a representative Membership from all population and also place areas and to fill existing knowledge gaps.	Ongoing / Senior officers	TBC.	DR	AC	Strategic Plan 2018/21	April 2023

	Share with third sector orgs and the local TSI (EDVA) and EDC (if applicable) for them to share recruitment publicity with their networks.	May 2022							
	Use existing and new methodology (pandemic methods) to share widely and publicise the recruitment of PSUC members, inc HSCP teams.	May 2021 – March 2023							
1.1a Create PSUC easy read RAG recruitment action plan for PSUC to create buy in from group members	Use methodology from above and pandemic engagement tools	March 2021		Ongoing / Senior officers	TBC.	DR	AC	Strategic Plan 2018/21	Completed 01/10/2021
1.2 10% of all PSUC and Network members to be from an East Dun 'Place' area by 2021.	Concentrated social media, posters to Hubs, Housing Offices, Community buildings and Libraries etc in East Dun place areas.	May 2021 – March 2023							Ongoing

	Planned engagement with groups, 3 rd sector orgs who have presence in place areas.								
	Piggyback with EDC / (NHS GGC?) colleagues at events / consultations in 'Place' areas.								
1.3 Look to develop the East Dun West and East Health 'Participation and Involvement' Networks or AKA 'Community Health Panels'. (CHP's)	Methodology paper will be the template used for planned recruitment of 'Network' members. The PSUC membership aim to 'enrol' 5 members each from their 'groups' and networks We will Actively seek engagement with a diverse range of East Dun residents. Complete options paper for SMT describing pros and cons of CHP's	May 2021 – March 2023	By having 2 (west & east) CHP networks, this will act as a) stepping stone for new PSUC recruitment and: b) Will also act as a 'ready-made' engagement vehicle (apart from PSUC) to receive wider input on HSCP and wider (GGC and Scotland wide) plans / strategies / consultations / tests for change	Ongoing / Senior officers	TBC.	DR	AC	Strategic Plan 2018/21	Ongoing

Objectives	Actions Required	Time Scale	Outcomes / added benefits	Monitoring & Evaluation	Budget / Resources Required	Lead	Supporting Role	Link to existing plans	Review date
2.0 Communication Objectives: <ul style="list-style-type: none"> To use communications to further the participations and involvement of people who use our services and their carers in the development of HSCP services. To improve communications with East Dunbartonshire residents and those who use our services through working to improve the processes by which they receive information, to develop better- written materials and social media/web-pages to improve communication. 									
2.1 We will ensure that public involvement and participation forms part of the HSCP organisational values and is part of all strategic documents/plans for 2018/21	Include in the HSCP Strategic plan 2018/21	2021-22	Increased public awareness and increased communication channels with residents, service users and carers. Through PSUC networks / 3 rd sector / Social media channels and CHP's if approved.	Ongoing	N/A	DR	AC	Strategic plan 2018-21	Completed 2021
	Include in the next JSNA plan 2018/21.								
	Include in draft HSCP comm strategy.								
2.2 Review HSCP website, ensuring that it supports participation / involvement and engagement. Provides clear information on ways that all can get involved as well as its future	Carry out an online survey to get PSUC/public /staff views to improve the HSCP pages.	May 2021 – March 2023	As above	Ongoing	N/A	DR	AC		Ongoing
	Regularly monitor HSCP pages on content and report on engagement info.								

use it for public consultations	Participation & Involvement page with bio's of all PSUC members.								
2.3 Increase the reach of the PSUC newsletter and Covid info sheet with PSUC members and	Scope out other newsletters by other PSUC groups in Scotland	May 2021 – March 2023	As above	Ongoing	N/A	DR	AC		Completed April 2022
	Present findings to senior officer (DR) with draft contents / timetable	May 2021 – March 2023	As above	Ongoing	N/A	DR	AC		Completed May 2022
	Creation of Covid-19 info sheet to share facts with ED residents during pandemic	May 2021 – March 2023	As above	Ongoing	N/A	DR	AC		Created May/June 2021
2.4 We will link in to the HSCP business continuity plan / on working through a pandemic	Add to BCP and get ok from Alan Cairns for inclusion	Oct 2021	As above	Ongoing	N/A	DR	AC		
2.5 Complete PoA paper with members prior to final draft going to SMT for approval	Share with Members – SMT	May 2021	As above	Ongoing	N/A	DR	AC		Completed May 2022
2.6 Compile East Dun HSCP/PSUC 'PoA' Key message that will be the foundation	Share with DR / PSUC Members	May – July 2021	As above	Ongoing	N/A	DR	AC		Completed May 2022

for future engagement work.									
2.7 Compile various leaflets for sharing electronically and on social media /	Share with DR / PSUC Members	Dec 2021	As above	Ongoing	N/A	DR	AC		Completed May 2022
2.8 Write 'Plan' to begin the engagement and sharing of 'PoA' message once approved by SPG/SMT	Share with DR / PSUC Members / Approval from DR and SMT / SPG	Dec 2021	As above	Ongoing	N/A	DR	AC		Completed May 2022
2.9 Share 'it's OK to ask' campaign material – With Chair/Members –	Approval from Chair/members / Add to meet agenda - Adopt campaign and share across ED	Aug21	As above	Ongoing	N/A	DR	AC		Ongoing
Objectives	Actions Required	Time Scale	Outcomes / added benefits	Monitoring & Evaluation	Budget / Resources Required	Lead	Supporting Role	Link to existing plans	Review date
3.0 Engaging with harder to reach groups									
Objectives:									
<ul style="list-style-type: none"> Develop real knowledge of local populations to include population profiles for harder to reach and minority groups. 									
3.1 EQIA on current membership of the PSUC and Network, and actively promoting participation and involvement with	Profile the East Dun population. Look at the current PSUC membership and compare with the diversity to the population of	May 2021 – March 2023	Evidence to support Increase in members and membership of general public from specified under-	EQIA carried out on PSUC. Once CHP's and network approved complete baseline EqIA and then	Staff	DR	AC		Complete 01/06/2022

those from hidden populations. <ul style="list-style-type: none"> • Carers • LGBT pop • BME • Males 16+ • Travellers • Asylum seekers and refugees • People with Learning Disabilities • Deaf and visually impaired Pop 	East Dun. (EDC LOIP area profile 2017-27)		representative groups.	benchmark in 2023.					
	TNA to be completed and identify gaps with actions to capacity build	May 2021							
	Liase with EDC / 3 rd Sector colleagues to identify known contacts / support groups	June 2021							
	Send invitations and publicity to contacts to arrange presentations.	Oct/Nov 2021							

Appendix A

	Meaning	Impact	Examples
Inform	To provide good quality information to assist people in understanding key HSCP messages	Local people are well informed about our work, services and goals	HSCP information sheets Newsletters Leaflets HSCP Webpages HSCP Social media posts Media publicity (newspapers)

Consult	To inform people about what we would like to do to improve services and receive their feedback	Local people are listened to and their feedback is used to help us with our decisions	PSUC group meetings HSCP service surveys Feedback forms
Involve	To work directly with service users, carers and other individuals to ensure their views are used to design or redesign a service or process	Local people's advice and ideas are used to improve services and outcomes for themselves and others	Workshops Focus groups PSUC membership on groups (HSCP,SPG,LPG)
Collaborate	To work together in partnership with service users, carers, residents to design, create or run services	Local people will work with us as equal partners to improve services and outcomes	Co-deliver our training and groups Development of policies Peer Mentorship
Empower	Putting the decision making into the hands of East Dun residents	Local people as joint partners plan, deliver and evaluate HSCP services	Participatory budgeting Co-production of service design

Aim:

Appendix B

Methodology			
A range of methods can be used to encourage the participation of key target residents / service users / carers / patients / groups. In addition to the general communication about the participation and involvement in email and through advertising in the Herald newspaper group, and on the HSCP (HSCP) website, these can include:			
A newsletter/paper during the promotion period, aimed at a selected individuals and groups. This is aimed to invite a wider (selected) audience to participate	A poster/flier created and sent to adult social care service users (1000?) to encourage their participation and involvement, through JLDT. CMHT etc	A single point of contact for service users, carers etc. who want more information	Posters/fliers distributed to locations where the most hard-to-reach service users gather (e.g. homeless hostels, GP surgeries, Libraries etc, Churches.) and who use or are in receipt of services
Posters/fliers sent to all third sector orgs in ED, followed by phone call to link person offering talk/presentation to group	Poster/flier with information sent electronically to all third sector orgs for sharing on their social media platforms.	Info articles placed in the HSCP core brief and Council's comm news and staff newsletters and also various parents' newsletter and mail drops etc.	The use of the info screens in EDC offices / HHA / Libraries / Hubs etc to share participation and involvement information.
NHS GGC/HSCP social media platforms to be sent poster/flier electronically to share on their platforms	Pandemic communication and engagement, one to one through Teams, electronic engagement and once safe social distanced engagement.		
HSCP Groups / Service Users and carers Adult Community Care - service users ED Addiction Services (EDADS) - service users SDS - service users/families of those in receipt of service Kelvinbank resource centre - service users and their carers Joint Learning Disability Team - service users and their carers Adult Community Nursing Team - service users?			

Aim:

Adult Commissioning Team - service users/clients
Sensory Impairment Team? - service users and their carers
Woodlands Centre - service users/clients/carers

Selected Third Sector Orgs

Sample group of third sector orgs to have targeted Flier/posters shared with colleagues asking them to share with their members

Alzheimer's / Bearsden - service users / carers in receipt of services

EDICT - service users / carers in receipt of services

EDAMH - service users in receipt of services

Carers Link - carers in receipt of services

Ceartas - service users / carers in receipt of services

GRACE - service users in receipt of services

TRFS - service users in receipt of services

SAMH - service users in receipt of services

Contact Point - service users / carers in receipt of services

DeafBlind Scotland - service users / carers in receipt of services

RNIB (BBriggs) - service users / carers in receipt of services

Twechar Healthy Living Centre - Users of their services

Carr Gomm Allotments - Identify / service users

Creative Care - Nan Middleton -Identify service users carers - invite

EDCAB - Flier/posters to be shared to all offices

EMF - Flier/posters to be shared with members

LGBT - Flier/posters to be shared with colleagues asking them to share with members

Soroptimists - Flier/posters to be shared with colleagues asking them to share with members

U3A - Lenzie and Bearsden - Flier/posters to be shared with colleagues asking them to share with members