

HEALTH AND WELLBEING WORKSHOP

21st February 2011 – Kindle Centre

Flipchart Notes

Community Engagement: How can we build genuine engagement and participation in H&WB with residents and communities?

- Limit Choices
- Real engagement needs effort and support
- Make sure info reaches local ward members who recognise issues in their localities
- Locally Based Engagement – Development – change agents to implement operational outputs from HWBB with Partners
- Identify right Partners/Stakeholders
- Engagement with Communities:
 1. Most important to have the best community representatives
 2. Consider getting people to “apply” to get genuinely committed representatives
- Communication is a two-way process – use it
- A programme of work – recognise it will start small and not reflect all of the community. Use large-scale change model
- Make sure of competent community and voluntary organisations to undertake this work, thus investing and strengthening those organisations
- We need to recognise that there are nationally developed competencies – real skills, knowledge and experience needed to do this to avoid causing more damage (being sensitive). Training needed to undertake this work
- Ensure the entire community and communities are informed and active
- Use plain language
- Use an asset based approach to engage communities. Identify and build on the assets of individuals and communities within Herefordshire
- Utilising resources (ie. staff etc.) who are already engaging with the communities day-to-day to have an ear to needs
- Use the Localism Bill to engage with communities where they are, rather than have token representative in a supporting structure for the H&WB Board
- Using local community intelligence to help inform choices
- Ensure recognition of “engagement” being at many levels and via new technologies and community leaders
- Use modern communications:
 - + technology
 - + local press
 - + phone-ins

Making a Difference: What are the key H&WB challenges for Herefordshire? How can the new arrangements improve outcomes?

- To direct resources to priority areas
- Choose some real priorities – not bit of everything
- Positive focus on deprived areas/populations and vulnerable groups
- Ensure that the silent majority are heard – advocacy, eg. carers
- Economic Regeneration alongside Early Years Improvement to keep 19-30 yr olds in County

- Making a difference:
 1. Improving education
 2. Influencing culture and improving information
- Engagement is essential
- Right people on the Board
- Get the engagement with GP's right
- Settings priorities – how?
- Focus on prevention and proactivity

**Priorities: What are the most important things we need to do?
What do we need to do next?**

- Workforce reform, multi-agency, local teams
- Impact and the Perfect Storm – longer term issue to be tackled now
- Get ahead of the game
- How will the HWBB prioritise its huge agenda?
- Economic and educational opportunities far outweigh anything Public Health can do
- Agree governance and responsibilities
- Make some!! Focus, not enough resources to do everything
- A sound economy. An informed priority list
- Small number
- Need for clear process etc to support priorities
- Priorities: Mental Health – all ages. In particular, young people – early intervention approach
- Link services. Use new organisation
- Ensure current services remain or are improved
- Priorities: Need to build on existing strong clinical services not diminish them
- Making sure we have smart, agile information systems so we can understand the Public's Health
- Clear messaging
- Agree form and function
- Links between Health, Food and Environment

**Pooling Resources: What are the opportunities to pool budgets for better outcomes?
How do we “mainstream” H& WB as part of the day job?**

- Joined-up intelligence function with corporately determined work plan
- GP Consortium to consider pooling some budget with the Local Authority for local prevention
- Audit of available knowledge, skills/links across organisations
- Sharing of information available from Partners
- Pooling is about people and experience not just money
- Budget should reflect priorities
- Use of community infrastructure levy
- Bring all information from all members
- Joint working
- Highly important to map talent and competencies to facilitate optimal pooling
- Use and share agencies' databases to effectively reach the entire community and focus on the vulnerable
- Take a long term view – factor in pollution, climate change and food into strategic choices

- H&WB – part of the day job. The critical point to the role
- Join-up partnership landscape

Links with the Herefordshire Partnership:

How will the new Board work with, or take responsibility for, aspects of the Herefordshire Partnership?

What has worked well in the past?

- Does the HWBB become/replace the Herefordshire Partnership
- Herefordshire Partnership to assume roles and responsibilities of HWBB
- Health & Wellbeing Board takes over from Partnership Board
- No duplicate roles/layers/responsibility if both remain
- The HWBB should take on the wider LSP role
- H&WB Board to replace the Herefordshire Partnership
- Replace the Partnership, but focus+++ on a very light Public Health agenda
- Could H&WB replace Herefordshire Partnership
- Ensure clarity of purpose and key actions
- Clarity of purpose
- Health & Wellbeing becomes focal point for Herefordshire Partnership