

Communications and Engagement Strategy Headings

Forward

Introduction

- Purpose of the document
- Overarching principles

Setting the context (may be broken into two sections)

- The Public Bodies (Joint Working) (Scotland) Act, 2014
- Other legislation passed by the Scottish Parliament including the Self-Directed Support Act, 2013 and the Children and Young People Act, 2014
- The Community Empowerment (Scotland) Act, 2015
- National Standard for Community Engagement
- Planning with People
- Independent Review of Adult Social Care & Christie Commission on the future delivery of public services
- The Promise
- Community Planning Partnership (CPP) & the Local Outcomes Improvement Plan
- Community Justice Ayrshire
- South Ayrshire Alcohol and Drugs Partnership (ADP)
- South Ayrshire Council Plan 2018-2022
- Caring for Ayrshire
- South Ayrshire Partnership agreement

Existing Groups and representation

- Integration Joint Board (IJB)
- Strategic Planning Advisory Group (SPAG)
- Existing groups which address engagement with specific groups (Champions Board, Carers, additions support, LD)

Progress Monitoring and Review

- Update every six months to the Performance and Audit Committee
- Regular updates to SPAG and LPP

Partnership Vision, Values and Strategic Objectives

- Direction of the partnership – pursuit of national outcomes
- Vision, values and objectives from strategic plan
- Wellbeing pledge
- National standards for community engagement: Inform, Engage, Involve, Consult, Empower

Communications

- Components of good communication
- Audiences
- Communication channels
- Inclusive communication
- Language
- Communication Advice and Support
- Measurement and evaluation of our communications
- Communications Action Plan

Engagement

- Our approach
- Joint means of engagement
- Engaging with communities
- Engaging with the Third Sector
- Engaging with the Independent Sector
- Public Participation
- Engaging with staff and staff representative groups
- Engagement with Professional Groups and Networks
- Engaging with independent health contractors
- Engaging with people who use our services

Equalities and inequalities

- Information on Seldom heard groups including an example list of who this might include (not exhaustive list)
- Barriers to digital

Advocacy and Brokerage

- Information on processes in place locally for advocacy and brokerage

Useful tools

- TBC

Appendices

- NHS Ayrshire & Arran Comms matrix
- SAC Comms matrix