

# NHS Norfolk and Waveney Integrated Care Board (ICB)

## Working with People and Communities Approach

### Feedback Report – September 2022

#### **Background:**

Each Integrated Care Board (ICB) across the country has been asked to develop an approach to how ICS' will work with People and Communities.

The overarching vision for working with people and communities in Norfolk and Waveney is that all partner organisations will consistently work together, with the public, to share insight and learning. This will maximise resources and ensure that the voice of local people, especially some of our more quieter voices are heard and shared as widely as possible.

We have been working towards the 10 principles from national ICS guidance, when working with people and communities at neighbourhood, place and system level. These will be tested with local people as this approach develops and adapted to reflect local aspirations as needed.

The 10 principles will also reflect the ['I' statements 'Living the life I want'](#) adopted by Norfolk County Council, with the support of all District and Borough Council's, system partners and Suffolk County Council. Since February, the Norfolk and Waveney ICB's communications and engagement team has been busy speaking with partner organisations, community groups and organisations to capture any reflections, suggestions and questions.

We had already been working closely with partners across the ICS to develop arrangements for ensuring that integrated care partnerships (ICPs) and place-based partnerships have representation from local people and communities in priority-setting and decision-making forums.

We have been hearing from our local people and communities to better understand what works for you about services, and what could be better, so that when the health and care system is looking at what it should be changing or improving, it will be doing so based on what they know from Norfolk and Waveney communities.

#### **What we did:**

We produced a draft ICS People and Communities approach that was shared with NHS England and NHS Improvement, but also shared widely with our people and communities, with help from our partners. The aim being to seek their views on our system wide approach to engagement in the new world of ICB and ICS.

We produced an easy read summary version, a communication toolkit and a short animation explaining the approach, which we published on our website and shared widely with partners and stakeholders across our networks.

From June 6 to July 18, people and communities were able to comment on the draft approach via an online survey and paper copies were sent out as requested.

Feedback was generally positive and supported the approach we had set out. There were also some of areas of feedback, such as the complexity of language in the document and more information around the delivery and evaluation of the approach, that we have taken on board and will address in the next revision of the Working with People and Communities approach. You can read more about the feedback we received and how we plan to address it below.

We also received feedback on our approach from NHS England. The feedback received is very positive and singles us out as a national exemplar for our work with inclusion health groups. It also lists suggestions for possible case studies for sharing nationally taken from the document.

**People and Communities feedback on the draft approach:**

- Over 100 responses
- 90% of respondents were members of the public

You said	We did/ will try to do
You told us that the ‘Working with People and Communities approach’ was mostly clear and easy to follow - (55% somewhat clear, 31% very clear).	We will continue to provide clear communication and updates about the approach and will ask for your feedback, to help us make sure the approach is easy to follow.
You agreed that the approach sets out how we plan to work with and engage with our people and communities.	We will continue to ask for feedback on future revisions of the approach, to ensure that the document is transparent in our approach to working with people.
You told us that you were not aware of upcoming changes to NHS and Integrated Care System (ICS) – (33% aware, 64% not aware)	We have a developed a suite of materials to explain the NHS changes and will continue to share information about the new ways of working as an ICS and ICB through our website, social media channels, newsletters and partners. We will also work with smaller groups to explain these changes, so that they can be empowered to inform their communities e.g., patient participation groups.

<p>You told us that you felt the detail was missing and wanted to know 'how it will work', ways for measuring success and evaluation.</p>	<p>We will aim to demonstrate how the approach will work in more detail provide as engagement plans and projects are developed. We will look at good practice and work with our partners to develop robust methods for measuring success and evaluation, ensuring that this is fed back to our people and communities throughout via our Engagement Hub and partners.</p>
<p>You asked if the language be simplified or be put into simple statements or an executive summary.</p>	<p>We will review the language in the approach and will remove jargon where possible, reviewing the text with partners and service user groups. We have also provided an Easy Read version of the approach with simpler language and images. We will look to include an executive summary in a future revision of the approach.</p>
<p>You asked about considerations for rural communities and those people who are digital excluded.</p>	<p>We will continue to provide communication in a range of formats, not really solely on digital methods. We will also continue to work closely with our partners and community groups, who already have established connections with those people who are digitally excluded or live in rural areas.</p>
<p>You told us your concerns over staff recruitment and retention to carry out the work.</p>	<p>We will work with our ICS partners across Norfolk and Waveney to improve recruitment and retention across health and social care and have developed the <a href="#">#WeCareTogether campaign</a> to support this.</p>

**Next steps:**

- We will continue to promote and update our partners and people and communities by regularly updating our website and partners on this ICS wide piece of work.
- We will revise and update the Working with People and Communities approach to include and address the feedback we have received so far.
- The updated approach will be published and shared later this autumn/winter.

Thank you to all our staff, partners and people and communities for your input in developing the approach and getting it this far.