

# Buckinghamshire Oxfordshire and Berkshire West Joint Health Overview and Scrutiny Committee meeting - 15th June 2023

- **Engagement Strategy Update**

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# What is BOB?

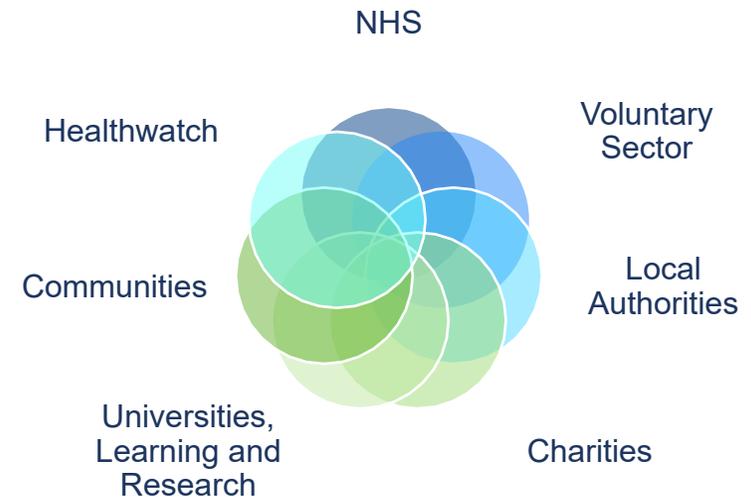
- We are an NHS Integrated Care Board ICB that exists to improve the health and wellbeing of the people we serve.
- We aim to keep people well and independent and avoid ill health.
- BOB ICB plans and funds NHS services for the people of Buckinghamshire, Oxfordshire and Berkshire West
- We form a system in partnership and collaboration with local councils, charities, the voluntary sector, universities and our communities



- BOB is an NHS organisation that exists **to improve the health and wellbeing of the people it serves.**
- We fund and plan NHS services for the people of Buckinghamshire, Oxfordshire and Berkshire West which are wonderful places to live, work and enjoy life.
- We don't want inequality, ill health, physical or mental, to exclude people from the benefits, opportunities and pleasures of the communities they live in.
- With our partners we have created a Joint Forward Plan to support people throughout their lives to Start Well, Live Well and Age Well.
- This is a shared ambition with our partners in the NHS, local authorities, the voluntary, charitable, education and research sectors that we will fulfil together.

# Producing the Engagement Strategy

- Discussion in Board Development
- Feedback and experience from engagement and involvement in 1<sup>st</sup> year
- Communications and Engagement Strategy for Board Meeting decision on 18 July 2023
- Promoting, enabling and nurturing an involvement and coproduction culture, behaviour and infrastructure
- Reaching all areas and elements of the ICB landscape

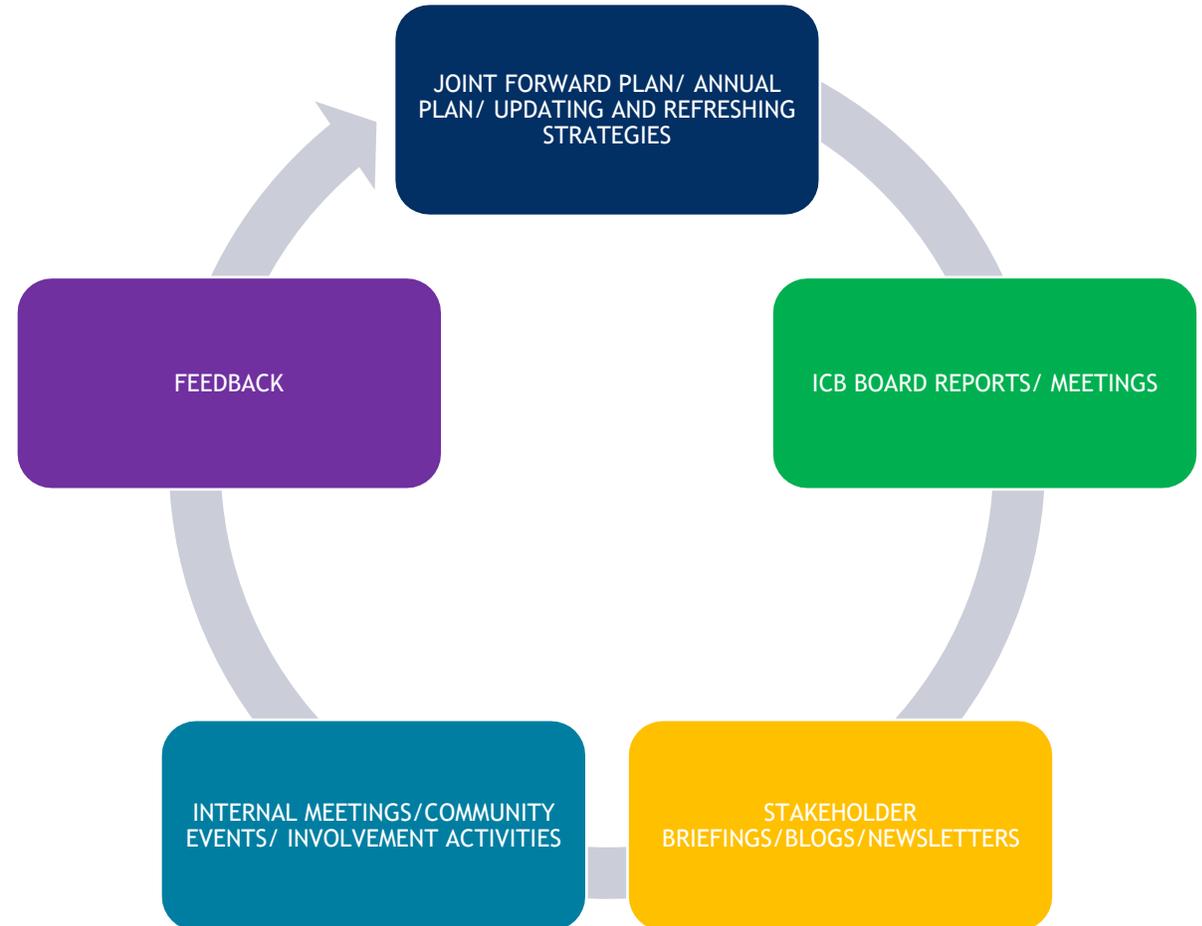


# Approach to Engagement

- BOB ICB has a unique role as a champion, enabler, platform and arena for integrated thinking, planning, engaging, involving and accounting for the progress of its mission.
- This means being an active convener of partners to collaborate on progress, pool resource and expertise and deliver mission outcomes.
- BOB will be the enabler of conversation, dialogue, inclusion that creates insight and understanding from its communities and stakeholders that is both responsive to them and informs and recalibrates the mission for its partnerships.
- The ICB engagement culture needs to be grown and earn the trust and respect of its audiences through its consistency in all its work and through an attitude of being interested, curious and responsive to what people think and want. The culture that develops will be about *wanting* to be enriched by dialogue and other peoples' ideas and not *having* to listen.
- Audiences will need to feel and sense that difference for relationships and coproduction to become mutually fruitful.

# A Cycle of Continuous Conversations

- We will establish a cycle of continuous communications and engagement
- Sustainable coproduction and involvement
- Key behaviours underpinned by systematic, consistent, persistent and reliable approach and delivery
  - Convener
  - Coproducer
  - Enabler
  - Engager
- Promote and nurture a culture of involvement and partnership
- Cycle will be timetabled and completed between Board meetings



# Developing the capability to engage

- The cycle creates an expectation of communication that becomes a habit for the organisation and its audiences, and that nurtures the engagement culture we are seeking to create and turn into a core behaviour.
- The right communications products and activities need to be tailored to audiences' dynamics and characteristics through calibrating the content, granularity, focus and objective of the conversations to audience interests and preferred ways of engaging.
- Our audiences have multiple divisions, definitions and nuances within them and many will not share our definitions of them. Therefore, understanding our audiences and relationships is a key step to planning how to grow the quality of the relationships to enhance mutual understanding linked to fulfilment of the ICBs mission and vision. The ICB will work with partner organisations in the NHS and local authorities, the VCSE sector and Healthwatch to develop a clear understanding of its audiences and how to include them in the cycle and engagement activities.
- Where possible the ICB will work through existing structures, networks and relationships rather than invent or duplicate, and will work with partners to address areas of exclusion when they are identified.
- The ICB has recently appointed a Community Involvement Officer and has trained staff to produce Easy Read versions of ICB documents.
- We are exploring the establishment of Citizen's Panels and considering how to support Place-based Partnerships engagement.
- We will also work with partners to establish a Public Involvement Advisory Panel to provide advice and where required, critical friendship, for the ICB's engagement and coproduction work.