

REPORT TO: East Lothian Integration Joint Board

MEETING DATE: 27 August 2015

BY: Chief Officer

SUBJECT: IJB Identity

1 PURPOSE

To outline the need for an identity for the East Lothian Integration Joint Board and to look at initial visuals.

2 RECOMMENDATIONS

- 2.1 The Integration Joint Board note the content of this report.
- 2.2 The Integration Joint Board approves the further exploration of the identity over the next month with stakeholders.

3 BACKGROUND

3.1 Since the East Lothian Integration Joint Board (IJB) is formally constituted and in operation, it needs to develop an identity. The key reasons for this are:

- It signals that change is underway and the IJB has standing in its own right.
- In its scope and design, the identity demonstrates that two organisations are now working as one
- It helps us to communicate the ethos and values of the East Lothian IJB
- It helps the IJB to be recognised and plays a major role in helping stakeholders to feel comfortable with and confident in the IJB, the functions we deliver and allied activities

- It provides the IJB with a framework for clear, consistent, trustworthy, effective and inclusive communications.
- 3.2 The branding work is being progressed by local company Creative Link, who have designed for both the council and NHS Lothian before.

4 POLICY IMPLICATIONS

4.1 None

5 EQUALITIES IMPLICATIONS

5.1 None

6 RESOURCE IMPLICATIONS

6.1 £1000 for development of branding and visuals. This will be funded from the HR/OD allocation.

7 BACKGROUND PAPERS

7.1 See Appendix 1- *Developing branding for East Lothian Integration Joint Board* and Appendix 2 – *Draft Communications and Engagement Strategy and Action Plan 2014-2018*.

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Branding for the East Lothian IJB

Why we need to 'brand'

The East Lothian IJB and the East Lothian Health and Social Care Partnership now play a major role in the lives of all East Lothian residents and staff and partner providers involved in delivering health and social care in the county. However, many people at the moment would find it hard to say who we are or what we do.

Therefore it is very important that we establish our own East Lothian IJB identity as soon as possible. This means achieving one look, one voice and one identity for top level communications. The brand will be employed in all areas of our work – decision making, strategy, day to day business process and policies. The key principles for this area of the brand are a look that is business-like, positive, practical, open and transparent.

The IJB needs to communicate its work and services to a wide range of internal and external audiences. A common brand or visual identity, designed effectively, is important for the following reasons:

- It signals change is underway and the IJB has standing in its own right.
- In its scope and design, the branding demonstrates that two organisations are now working as one
- It helps us to communicate the ethos and values of the East Lothian IJB
- It helps the IJB to be recognised and plays a major role in helping stakeholders to feel comfortable with and confident in the IJB, the services we deliver and allied activities
- As service providers and communicators, it provides the IJB with a framework for clear, consistent, trustworthy, effective and inclusive communications.

Our draft Communications and Engagement Strategy and Engagement plan (see Appendix 2) outlines our core values, audiences and planned activities. These include a wide range of media and public information activities, so the issue of branding is becoming increasingly urgent.

Activity so far

Initial work on branding was undertaken with Creative Link last year. This work was suspended until the IJB was formally constituted. We have now moved this work forward, building on the

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foundations of the council and NHS visual identities to establish complimentary colour palettes, and ensuring that ELC and NHS Lothian logos will appear, side by side, in the new branding. The unifying strapline will be 'Best health, best care, best value across our communities'.

We have been working closely with colleagues in Edinburgh and Midlothian as we each develop our own branding. Extensive research with service-users in Edinburgh made it clear that the exclusive use of photographic imagery often tended to be stereotyping and at worst stigmatising. Questions were raised in this context such as, what does a typical 65-95 year-old look like; or, how do you portray someone with a disability, given the wide range of disabilities that are not visibly apparent; or, what appearance does someone have who misuses substances?

In summary, some general design principles emerged from the initial research; i.e. a preference for:

- bold colours and strong colour contrast to catch the eye and aid comprehension
- clean uncluttered layout with the use of simple typeface
- a positive empowering tone overall to engage a wide range of audiences
- non stereotypical imagery.

The choice of icons to represent particular subjects was another topic which elicited much debate. Edinburgh has now developed specific icons for specific services. The East Lothian branding submitted with this paper is making use of the same icons (with Edinburgh's permission) to ensure that a common symbol family is used to describe services across East Lothian and Edinburgh. This is important for East Lothian service-users who will be using services here and in Edinburgh.

The symbols will also be useful when working with on-line communications, for example, for buttons on web pages or for use in social media, with tablets or smart phones.

Branding for service information

The new visual identity will be particularly important when branding our new service information. The new icon-based branding will enable the production of easy-to-read information. In particular, it should help in the production of problem-solving, person-centred information, although it will also adapt itself to the production of straightforward information about individual services.

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Next steps...

I am submitting four different identities for your comment.

Figure 1

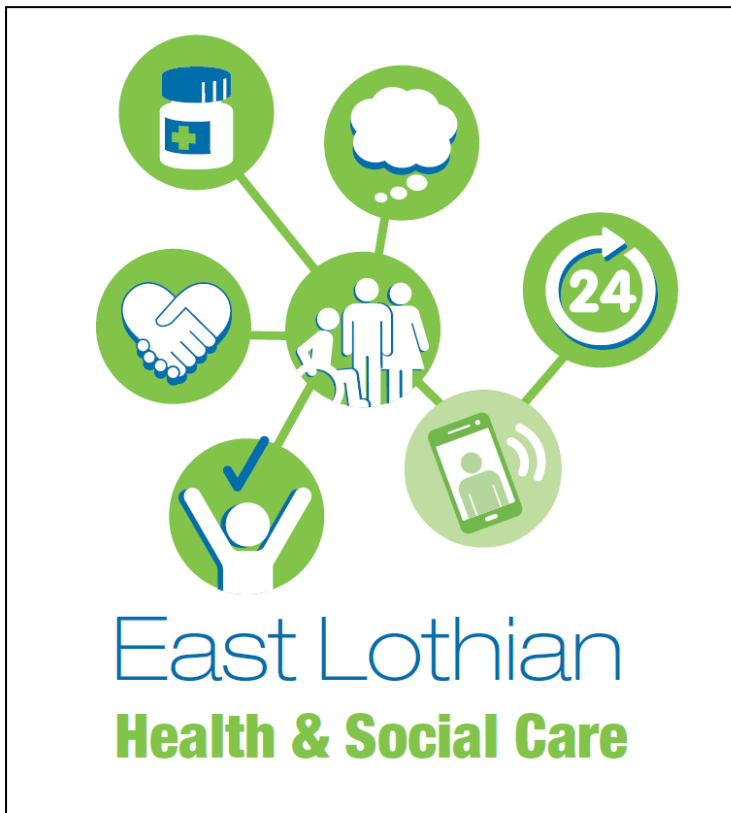


Figure 1 is an extension of the branding developed for the First Draft Consultation Report by Creative Link in 2014. It uses the Edinburgh icons

Figure 2



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Figure 2 is also an extension the 2014 design

Figure 3



Figure 3 is a new envisioning of the brief as is Figure 4 below.

Figure 4



I have used Figure 4 in this report to demonstrate how it could be incorporated into letterheads and report formats. The design team will, of course, develop proper templates for us.

Our leaflets and posters would be produced in line with the branding you choose, using the same font, colour palette and visual approach.

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Conclusion

As well as your feedback, we will be testing the new branding visuals with stakeholder groups wherever possible, and will report our findings to the next IJB meeting for approval. We would like to have the branding in place in October in the sixth month run-up to next April.

East Lothian Health and Social Care Partnership

Draft

Communication and Engagement Strategy and Action Plan.

November 2014 – April 2018

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Appendix 1 Communication and Engagement Action Plan

1. Introduction

Integration of health and social care

Health, social care and wellbeing are all important factors that impact on individuals and communities. The vision of East Lothian Health and Social Care Partnership is to deliver adult social care and health services that: *'enable all adults to live the lives they want as well as possible, achieving their potential to live independently and exercising choice over the services they use'*.

There are growing demands for and expectations of health and social care services, but budgets are limited. It is therefore very important that all services, including third and independent providers of care, work well together in an integrated way. From April 2015, a new East Lothian Health and Social Care Partnership will take over responsibility for local health and adult social care services formally delivered through East Lothian Council and East Lothian Community Health Partnership. On establishment the Health and Social Care Partnership will be accountable for delivering nationally agreed outcomes for health and social care

The Health and Social Care Partnership will be required to develop and submit a detailed Integration Scheme to Scottish Government after a period of consultation and formal approval by the NHS Board and East Lothian Council. The Health and Social Care Partnership is also required to develop a Strategic Plan for East Lothian that identifies the priorities for delivering adult health and social care services.

This strategy sets out how East Lothian Health and Social Care Partnership will communicate and engage with health and social care professionals, service users, carers and local people in the development of the Strategic Plan, the Integration Scheme and more generally in the planning and delivery of adult health and social care services.

Scope

This strategy covers both internal and external communications and engagement.

As a new entity East Lothian Health and Social Care Partnership will review how communication and engagement is currently undertaken and develop innovative ways of reaching people. It is important that the widest variety of people are consulted, particularly people who are traditionally harder to reach or who have not been involved in consultation before. We will use new approaches to engagement in order that as many people as possible can be involved in shaping our health and social care services.

Health and social care integration will require us to move to more localised planning arrangements. We will use this opportunity with our strategy to strengthen partnership working between professionals, service users, the public and family carers at a local level and use knowledge and feedback to inform planning decisions.

Timescales

This strategy will run from 2014 through to 2018. The Action Plan for the strategy will initially prioritise the period leading up to the introduction of East Lothian Health and Social Care Partnership in April 2015. We will use the feedback from our engagement around the Strategic Plan and Integration Scheme to inform the process for ongoing engagement beyond April 2015. We will continually refresh the strategy as the Health and Social Care Partnership develops.

2. Aims and principles

The vision of this strategy is that communication and engagement is embedded in everything we do and everything we say, and that through this process we develop high quality effective services, in line with the Strategic Plan.

Aims

To achieve this the aims of this strategy are:

- To share appropriate knowledge and information with all stakeholders in good time.
- To listen and respond to the needs and aspirations of stakeholders and communities of interest.

Principles

- We will be open and honest in our communication, whilst maintaining confidentiality.
- We will seek the views of people using services, and use these to develop and improve them.
- Our engagement processes will follow national policy and best practice guidance, such as the [National Standards for Community Engagement](#).

3. Objectives

The following objectives reflect our commitment to ensure meaningful engagement with our key audiences, communities of interest and the wider public about the development of integrated health and social care services in East Lothian:

Communication

- We will make sure that clear, accurate and engaging information about progress and services is available in good time.
- We will use a wide range of media including printed materials, posters, newsletters advertising, media releases, online information, DVDs and social media.

- We will supply information in suitable formats for people with communication difficulties on request.

Engagement

- We will engage with as many individuals and communities of interest as we can.
- We will be present at relevant meetings and events organised by communities of interest to discuss health and social care integration.
- We will hold events for key audiences and communities of interest as appropriate.
- We will record feedback and demonstrate to the public and communities of interest how it has been used.
- We will support service user and carer representatives on the Health and Social Care Partnership Board and relevant sub groups as required to participate fully and effectively in representing their constituent groups

4. Key Outcomes

The Health and Social Care Partnership key audiences and communities of interest:

- Are kept up to date and informed of the progress in the development of Health and Social Care services in East Lothian.
- Have the opportunity to inform the decisions made by the Health and Social Care Partnership in the development of health and social care services in East Lothian.
- Are aware of how they can feed back to the Health and Social Care Partnership
- Know their feedback is valued and are aware of the impact of their feedback on the development of health and social care services in East Lothian.
- Report improved experiences of health and social care services.
- Are confident in East Lothian Health and Social Care Partnership as an organisation that is proactive and responsive, and operates in the interest of the people of East Lothian

5. Key messages

We will develop specific and tailored key messages for all of our different communications, depending on the audience we are communicating with. Although the Health and Social Care Partnership's key messages will be varied and targeted they will always be aligned with our vision and objectives and will clearly explain who we are and what we do.

Our Key messages will inform people that:

- East Lothian Health and Social Care Partnership is committed to delivering excellent services

- Integration of health and social care in East Lothian is a change for the better.
- There are opportunities for people and communities of interest to participate in and inform any changes

Engagement is key in ensuring that:

- we get feedback from as many people and communities of interest as possible, including those who are traditionally hard to reach
- feedback informs the decision making of the East Lothian Health and Social Care Partnership
- East Lothian Health and Social Care Partnership is a proactive and responsive organisation operating in the interests of the people of East Lothian.

A detailed work plan will be produced which will support the Action Plan summarised in Appendix 1.

6. Audiences and communities of interest

East Lothian Health and Social Care Partnership will engage with the wide range of audiences and communities of interest in developing its Integration Scheme, Strategic Plan, and in improving health and social care services. These include:

Internal:

- NHS Lothian
- East Lothian Council (including elected members)
- East Lothian member GP practices and GPs
- East Lothian Health and Social Care Partnership staff
- NHS Lothian Hospitals (acute sector)

External:

- People using health and social care services
- Carers
- The general public
- Third Sector (Voluntary) organisations
- Independent Sector Organisations
- Independent Contractor health professionals
- Community Groups
- Local Media
- MSPs and MPs
- Neighbouring HSCPs and local authorities

Accessibility

East Lothian Health and Social Care Partnership are keen to ensure it uses the right channels and materials to engage with different groups. We will identify, listen to, involve and consult individuals and groups that find it hard to have their say because they are socially excluded or vulnerable.

Where required and appropriate we will use methods such as easy read formats of literature, offer translations of information and go along to community groups to talk about the work of the HSCP rather than relying on people to read material.

7. Governance

This strategy and action plan is owned by East Lothian (shadow) Health and Social Care Partnership Board. The delivery will be supported by the communications teams at NHS Lothian and East Lothian Council during the transition year. Delivery of the strategy and action plan will be monitored by the Board and any developing sub groups.

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8. Groups and communication/engagement activities

Communications		Engagement	
Group	Activity	Group	Activity
Staff	<ul style="list-style-type: none"> • Face-to-face / 1-2-1 • Briefings • Engagement events • Letter/email • Newsletter • Team Talk • Web Pages (internal & external) • Social Media • Texts • DVDs 	Staff	<ul style="list-style-type: none"> • Face-to-face / 1-2-1 • Briefings • Survey Monkey • Meetings • Engagement events • Training events
Managers Senior Management Teams (Shadow) HCSP Board Elected members Unions	<ul style="list-style-type: none"> • Face-to-face/ 1-2-1 • Briefings • Join Consultative Groups (Unions) • Letter/email • Reports • Newsletter • Team Talk • Web Pages (internal & external) • Social Media • DVDs 	Mangers Senior Management Teams (Shadow) HCSP Board Elected members	<ul style="list-style-type: none"> • Face-to-face/ 1-2-1 • Briefings • Survey Monkey • Meetings • Engagement events
Customers Carers Service providers Partner agencies Voluntary organisations Local Area Partnerships The general public	<ul style="list-style-type: none"> • Face-to-face 1-2-1 • Engagement Events • Local Area Partnership Meetings • Letter/email • Reports • Newsletter • Team Talk • Health Team Briefing documentation • Web Pages (internal & external) • Social Media • Texts • Radio ads • Radio interviews • Press ads • Press stories and features • DVDs 	Customers Carers Service providers Partner agencies Voluntary organisations Local Area Partnerships The general public Service user and carer representatives on the Board and relevant sub groups	<ul style="list-style-type: none"> • Face-to-face 1-2-1 • Briefings • Survey Monkey • Meetings • Engagement events • Online consultations (for example, via ELC Consultation Hub) • Local Area Partnership Meetings • Training/briefing around participation at Board and relevant sub group meetings

Appendix 1 Communication and Engagement Strategy Action Plan

Activities	Lead	Timescales Oct 14 – Dec 14	Jan 15 – Apr 15	Apr 15 - Jun 15 & onwards
Health & Social Care Integration Scheme				
Draft Integration Scheme and ongoing revisions	HSCP Shadow Board			
External Website articles produced and consultation questions published	ELC/NHS Comms			
Key Messages developed and published on website along with information on how the public can become involved	ELC/NHS Comms			
Staff engagement events - HSCP				
Staff newsletters, Team Talk	ELC/NHS Comms			
Elected member briefings				
NHS and Council internal staff briefings				
Internal website information	ELC/NHS Comms			
Media Campaign – Posters, mail shots, websites, social media, radio, news articles	ELC/NHS Comms			
Feedback from consultation collated and revisions made to Integration Scheme				
Outcomes published				

Activities	Lead	Timescales Oct 14 – Dec 14	Jan 15 – Mar 15	Apr 15 – Jun 15 & onwards
First stage strategic plan consultation				
Draft Strategic Plan, ongoing revisions and summary/accessible versions	Strategic Planning Group			
Staff engagement events - HSCP				
Staff newsletters, Team Talk	ELC/NHS Comms			
Elected member briefings				
NHS and Council internal staff briefings				
Internal website information produced	ELC/NHS Comms			
6 Area Partnership events:	Local planning coordinator/ area partnership			
Targeted or special group events eg GP forum, ELIS. Third Sector, particular needs groups	Special Interest Groups TBA (discuss with groups)			
Podcast, video	ELC/NHS Comms			
Collate feedback from consultation and make amendments to Draft Strategic Plan				
Second stage strategic plan consultation				
Draft Strategic plan, ongoing revisions and summary/accessible versions	Strategic Planning Group			
Staff engagement events – HSCP				

Activities	Lead	Timescales Oct 14 – Dec 14	Jan 15 – Mar 15	Apr 15 – Jun 15 & onwards
Staff newsletters, Team Talk	ELC/NHS Comms			
Elected member briefings				
NHS and Council internal staff briefings				
Internal website information produced	ELC/NHS Comms			
6 Area Partnership events:	Local planning coordinator/ area partnership			
Targeted or special group events GP, ELIS. Third Sector, particular needs groups	Special Interest Groups TBA (discuss with groups)			
Podcast, video with feedback from consultation	ELC/NHS Comms			
Review of involvement structures				
Mapping of current mechanisms for service user/public feedback/engagement				
Evaluation of current mechanisms for ongoing service user and public feedback/engagement				
Feedback regarding consultation processes collated				
Develop new mechanisms for ongoing consultation and engagement				

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