

## **Health and Wellbeing Board**

20 November 2024

Report of Anja Hazebroek, Executive Director of Communications, Marketing and Media Relations, Humber and North Yorkshire NHS Integrated Care Board.

### **The approach to working with people and communities in Humber and North Yorkshire and ‘We Need to Talk’ engagement programme, Summary**

1. This report provides an update to the Health and Wellbeing Board (HWBB) regarding the engagement approach (public and patient) delivered by Humber and North Yorkshire NHS Integrated Care Board (ICB).
2. The report also provides an interim summary (*Annex 1*) of the ‘We Need to Talk’ engagement programme that ran across Humber and North Yorkshire from 14 October 2024 to 11 November 2024, which invited members of the public, patients, staff and stakeholders to participate in a four-week conversation through social media and in-person focus groups about the future of the NHS in our area.
3. The report is for information and discussion and does not ask the Health and Wellbeing Board to respond to recommendations or make any decisions

#### **Background**

4. Humber and North Yorkshire Integrated Care Board’s refreshed Engagement Plan for Working with People and Communities (*Annex 2*) was approved by the Board on 9 October 2024 and will be reviewed in 2028. It underpins the Integrated Strategy of the Humber and North Yorkshire Health and Care Partnership.
5. This plan was developed in collaboration with all the partners that make up the Humber and North Yorkshire Integrated Care System, including engagement and patient experience professionals, people from voluntary and community groups, Healthwatch, as well as patients and members of the public.

6. As a first step in the delivery of this plan, and to support the system's work in 'Design for the Future' (as discussed as part of Report of the York Health and Care Partnership at the meeting of the HWBB on 24 September 2024), a four-week programme of engagement has taken place from 14 October 2024 to 11 November 2024 about the future of the NHS in our area.
7. Positioned as 'We Need to Talk' the engagement programme has included a survey, wider digital activity and in-person focus groups to give people an opportunity to signal how they might want the NHS to change to meet the challenges of today and the demands of the future.
8. This sits as part of an ongoing public engagement and marketing campaign that delves into the key issues impacting today's NHS, and wider health and care system. Titled, "Our NHS. The next Chapter", this overarching campaign will remain active, for at least 12 months, allowing continuous engagement with the opportunity to explore some of the key themes we're hearing from the public.
9. In parallel, the priorities identified in the Engagement Plan (*Annex 2*) will be supported and delivered, namely:
  - a. Strengthening the voice of underrepresented groups
  - b. Lead a new innovative way of system working
  - c. Launch and build a diverse public and partner membership
  - d. Develop a culture of participation, collaboration and improvement
10. The key deliverables underpinning these priorities for this year (24/25) are to:
  - a. Launch and build a new public membership approach called Community Voices – A tiered, free membership scheme to allow for different levels of information and involvement
  - b. Extend our Working Voices membership (supporting employers to improve the health and wellbeing of their employees) across the ICB footprint
  - c. Launch Insight Bank – a system-wide digital repository to capture what we already know supporting data led system working and insight driven communications campaigns.

- d. A relentless approach to engaging with more underrepresented groups, including those from deprived and diverse backgrounds.
- e. Education and empowerment of ICB staff to embed involvement throughout the culture and work of our organisation.

## **Main/Key Issues to be Considered**

### **Working with People and Communities**

- 11. It would be helpful to further explore with partners in York how the approach articulated in our Working with People and Communities plan can be used to further 'drill down' into local issues.
- 12. It would be useful to explore the development of Community Voices and Working Voices in York.

### **We Need to Talk – Feedback from York Residents**

- 13. Once complete, the final report of the 'We Need to Talk' engagement programme will be shared with York place leaders, to support the development of future service provision.

## **Contact Details**

**Author:** **Chief Officer Responsible for the report:** Anja Hazebroek, Executive Director of Communications, Marketing and Media Relations, NHS Humber and North Yorkshire Integrated Care Board

*Author's name*  
*Title*  
*Dept Name*  
*Organisation name*  
*Tel No.*

*Chief Officer's name*  
*Job Title*  
*Organisation name*  
*Tel No*

*Co-Author's Name*  
*Title*  
*Dept Name*  
*Organisation name*  
*Tel No.*

**Report**  **Date** *Insert Date*  
**Approved**

*Chief Officer's name*  
*Title*

**Report**  **Date** *Insert Date*  
**Approved**

**Wards Affected:**

All

## **Annexes**

***Annex 1: We Need to Talk Interim Summary – York HWBB Nov 24***  
***Annex 2 – Working with People and Communities Engagement Approach 24-28 Final***