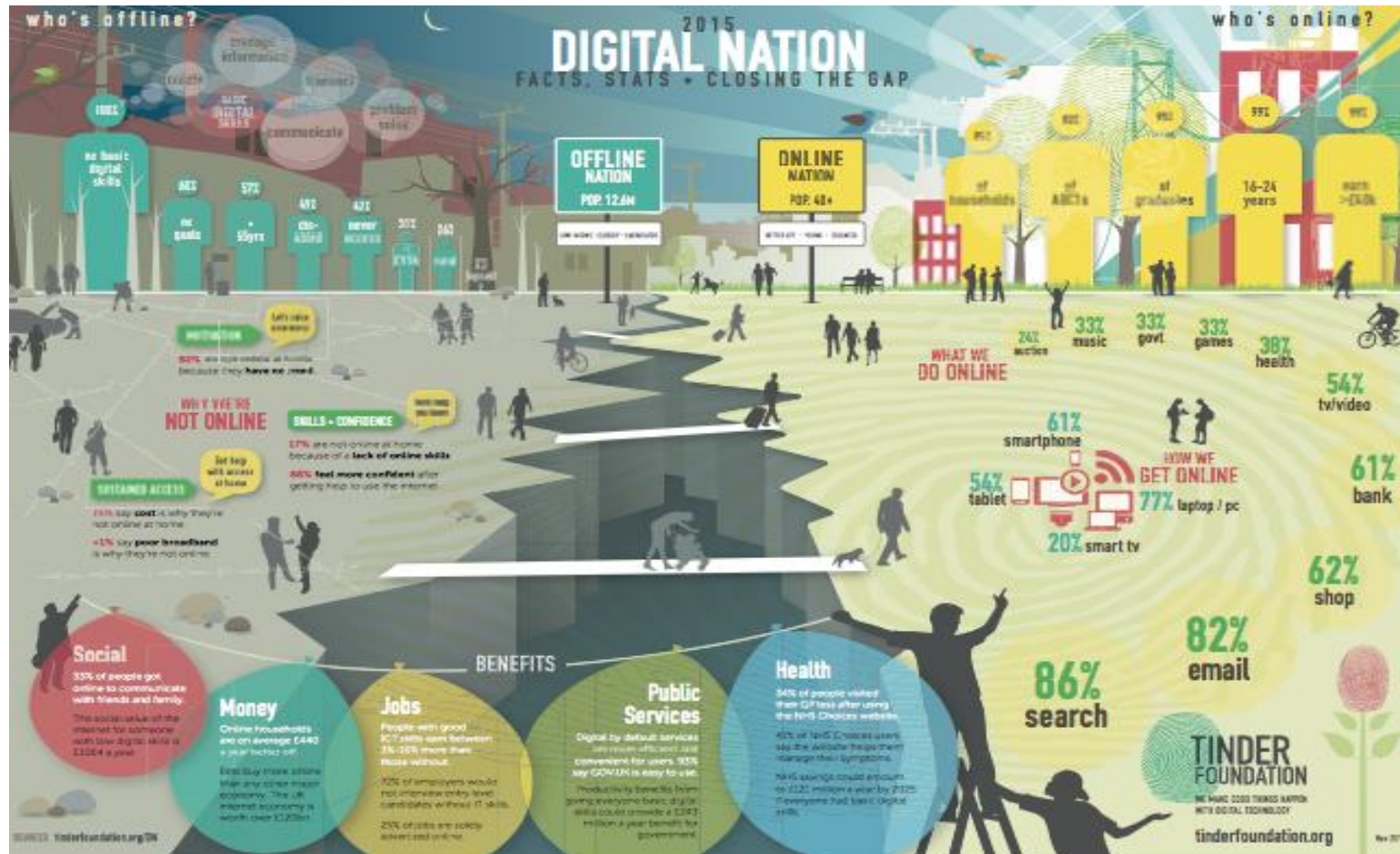


York Information and Advice Strategy – Action Plan.



The actions identified in this document are presented in a different order to those in the main strategy document and the shorter report. These are presented in suggested priority order, thus indicating the order of activity for the council and its partners.

Each solution is part of a whole picture of changes designed to assist the city to provide information in a more meaningful way that can help people stay healthy, safe, well and connected.

Solution	Actions	Improvement Outcomes	Opportunities	Risks	Resources
<p>1. Establish effective information partnership and governance arrangements: to ensure the work is co-ordinated and delivered effectively across the health and social care economy, with minimal duplication of effort.</p>	<p>Establish a robust information partnership agreement to support the delivery of effective information and advice, including;</p> <ul style="list-style-type: none"> • Leadership roles, • alignment of objectives, • alignment of authority and responsibility, • a communication strategy, • risk management strategy, 	<p>Information is easily available and trusted.</p> <p>Information is dynamic, responsive, evidence based and current.</p> <p>Information is accessible and inclusive.</p> <p>People searching for information are provided with the same information irrespective of where they start their enquiry.</p>	<p>Build on current community infrastructure developments, including work within children’s service and the Leisure and Community Centres Team.</p> <p>Utilise the strengths of the existing data and performance structures to support development of the performance measure.</p>	<p>Continuation of an unco-ordinated system with duplication and overlap.</p> <p>Ineffective use and duplication of resources.</p> <p>Universal information and advice remains challenging to deliver.</p> <p>People will continue to get contradicting messages or no information at all.</p>	<p>Staff time to service the groups and implement identified solutions.</p>

	<ul style="list-style-type: none"> • resilience strategy • performance framework. <p>Establish an information partnership governance strategic, and operational group representing all key partners in York.</p> <p>Determine strategic development plan to identify direction of travel.</p>	<p>Partners who are involved in delivering information and advice know all the local provision.</p> <p>More people in York are capable and confident to use online resources.</p>	<p>Utilise the existing communication infrastructure across partners in the city, to support the dissemination of information and advice.</p> <p>Utilise learning from Advice York's partnership agreement.</p>	<p>Programme of work required to create an effective information and advice framework will not be completed.</p>	
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	<p>Operational group to deliver strategic group priorities.</p> <p>Develop and implement the local Information Standard.</p>				
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Solution	Actions	Improvement Outcomes	Opportunities	Risks	Resources
<p>2. Develop and implement a co-production framework: to ensure that all new developments have the customer voice central to their outcomes.</p>	<p>Strategic sign up to co-production as the way of operating in York.</p> <p>Establish a city wide co-production group.</p> <p>Develop local co-production standards.</p> <p>Comprehensive training for all professionals and people involved in co-producing materials and services.</p>	<p>Information is easily available and trusted.</p> <p>Partners who are involved in delivering information and advice know and understand the local provision.</p> <p>More people in York are capable and confident to use online resources.</p>	<p>Utilise local and national co-production expertise to support the delivery of solutions to ensure effective information and advice systems.</p>	<p>Solutions are not accessible, customer friendly or useable</p>	<p>Staff time to train in co-production approaches.</p> <p>Resource to make information accessible</p> <p>Resource to reward and recognise contributions of people with lived experience.</p> <p>Access to accessible venues.</p>

	<p>Develop and maintain a bank of co-production literature and tools.</p> <p>Ensure co-production exists in any project team.</p> <p>Ensure sufficient time and resources are available to support good levels of preparation and full involvement.</p> <p>Identify key individuals who use services to work with web designers.</p>			<p>The York customer base will become increasingly dissatisfied as the local authority move more information to online channels.</p> <p>People will miss valuable information that keeps them healthy, safe, well and connected.</p>	<p>Staff time - Community connectors, social prescribers etc.</p> <p>Funding to support smaller venues to deliver information and advice.</p>
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				<p>Statutory organisations costs will continue to increase as people are not staying healthy, safe, well and connected. People will not have information provided locally that meets their needs.</p>	
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Solution	Actions	Improvement Outcomes	Opportunities	Risks	Resources
<p>-----</p> <p>--</p> <p>3. Use community venues to deliver information to local people: in order to build assets across the community and ensure people have access to good information.</p>	<p>-----</p> <p>--</p> <p>Build links with Communities team CYC.</p> <p>Identify community venues that provide existing information under contract to the LA/CCG, map these and establish wider role in supporting local networks of information providers.</p> <p>Develop links with local libraries, community hubs, contracted providers and</p>	<p>-----</p> <p>--</p> <p>Information is easily available and trusted.</p> <p>Partners who are involved in delivering information and advice know and understand the local provision.</p> <p>More people in York are capable and confident to use online resources.</p>	<p>-----</p> <p>--</p> <p>The communities team have employed a person with social care experience to work specifically with community venues utilise this to help develop an asset based approach to information provision.</p> <p>York has 87+ community venues, some are willing to provide information to their local population.</p>	<p>-----</p> <p>----</p> <p>The York customer base will become increasingly dissatisfied as the local authority move more information to online channels.</p> <p>People will miss valuable information that keeps them healthy, safe, well and connected.</p>	<p>-----</p> <p>-----</p> <p>Staff time - Community connectors, social prescribers etc.</p> <p>Funding to support smaller venues to deliver information and advice.</p>

	<p>community venues to support the information function within smaller venues.</p> <p>Identify venues willing to take on a role of information provision.</p> <p>Map this against the social care population and community hubs etc to ensure best fit.</p> <p>Prioritise list of venues to ensure task is manageable and able to succeed.</p>		<p>York has a range of workers focused on community connecting and utilising the assets of the city.</p>	<p>Statutory organisations costs will continue to increase as people are not staying healthy, safe, well and connected. People will not have information provided locally that meets their needs.</p>	
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	<p>Understand which venues need financial support to deliver support to their local communities.</p> <p>Link asset based workers to individual community venues.</p> <p>Identify, with local venues their local populations information needs.</p> <p>Asset based workers to establish the level of information to be provided at each venue and support them to put this in place and keep</p>				
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	<p>information current.</p> <p>Ensure the communities team are informed of developments to enable them to provide support to venues.</p> <p>Develop future plans with each venue.</p>				
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Solution	Actions	Improvement Outcomes	Opportunities	Risks	Resources
<p>4. Establish a lead website to signpost people to information: to support finding the right information quickly and effectively.</p> <p>Support organisations to provide the information that makes sense to the population they serve.</p>	<p>Appraisal of the key options for the lead signposting website.</p> <p>Identify and commission work from the chosen organisation to develop and deliver the signposting website.</p> <p>Establish a co-production group representing providers and customers to inform the website development.</p>	<p>Information is easily available and trusted.</p> <p>People searching for information are provided with the same information irrespective of where they start their enquiry.</p> <p>Partners who are involved in delivering information and advice know and understand the local provision.</p>	<p>Connect to Support website.</p> <p>Role of Healthwatch York in information provision and signposting.</p> <p>The new Healthwatch York contract.</p>	<p>People will continue to struggle to find information.</p> <p>The system will remain fragmented.</p> <p>The prevention agenda will struggle to deliver positive outcomes.</p>	<p>Funding to develop and maintain the signposting website.</p> <p>Staff time and resource to support co-production of the signposting website.</p>

	<p>Test website.</p> <p>Publicise the website using the full range of marketing methods and social media.</p>				
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Solution	Actions	Improvement Outcomes	Opportunities	Risks	Resources
<p>5. Develop and implement a digital inclusion strategy: to enable statutory organisations to successfully implement an online approach to providing information.</p>	<p>Develop targeted digital inclusion strategy in partnership with the digital team and learning providers, aimed specifically at those who access health and social care services and the staff that support them.</p> <p>Commission community learning partners to develop bespoke education and training programmes.</p>	<p>More people in York are capable and confident to use online resources.</p> <p>Information is accessible and inclusive.</p>	<p>Community venues are willing to make WIFI and devices available for local people to use.</p> <p>Tang Hall Inclusion hub.</p> <p>NHS widening digital participation volunteers.</p> <p>Internal IT experts volunteering as digital champions.</p> <p>Burnholme hub development.</p>	<p>Channel shift is not achieved.</p> <p>Prevention agenda not delivered.</p>	<p>Digital champions time from all organisations.</p> <p>System to lease devices where appropriate.</p> <p>Community learning funding</p> <p>Staff time.</p>

	<p>Utilise the concept of 'Making Every Contact Count' to increase the skills of citizens through their involvement with professionals.</p> <p>Identify the resource to support the above actions.</p>		<p>IT facilities in residential & nursing homes and day services become a community resource.</p>		
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Solution	Actions	Improvement Outcomes	Opportunities	Risks	Resources
<p>6. Develop and implement a dynamic and responsive online presence: to ensure information is dynamic, responsive to the needs of citizens and current.</p>	<p>Strategic: Strategic sign up to ensure oversight and resources to maintain and sustain.</p> <p>Develop policies to support the proactive use of different technologies.</p> <p>Operational: Develop changes to CYC website to ensure customer facing and meets the expectations of consumers.</p>	<p>Information is dynamic, responsive evidence based and current.</p> <p>Information is accessible and inclusive.</p> <p>People searching for information are provided with the same information irrespective of where they start their enquiry.</p> <p>Websites are customer facing.</p>	<p>Extend current approach to Easy Read to cover all areas of the website.</p> <p>Utilise Easy Read skill set that exists within Cloverleaf and Ableweb York alongside BSL and other skill sets around the city.</p> <p>Maximise the current website reshape to develop video communication and introduce other technologies of value to health</p>	<p>Target groups will be unable to access information without significant support.</p> <p>The aspiration for channel shift will be compromised as groups who need to access information will be excluded from it.</p>	<p>Staff time to support the webchat functionality.</p> <p>Staff time for training.</p> <p>Funding for training and development activity</p> <p>Staff time for analysing conversations and identifying and uploading content.</p>

	<p>Develop structures to support knowledge curators adding information to designated web pages.</p> <p>Develop an approach to updating information that supports the wider web team to devote the necessary time to developing and uploading information.</p> <p>Ensure language is customer facing and easy to understand e.g.</p>		<p>and social care consumers.</p> <p>Utilise available expertise to support a webchat function.</p>		
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	<p>easy read. Establish an infrastructure to support using feedback from all sources, social media and organisational.</p> <p>Consider the use of Apps, Webchat, Community Messaging and other technologies to enhance the user experience.</p>				
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Solution	Actions	Improvement Outcomes	Opportunities	Risks	Resources
<p>7. Develop Connect to Support as a shared platform: in order to provide an integrated approach to information and support to stay healthy , safe, well and connected.</p>	<p>Determine interface between CYC website and structures and Connect to Support.</p> <p>Maximise the opportunity of the City of York new care management system to embed Connect to Support within its processes.</p> <p>Develop a co-production group focussed on working with the council and PCG Solutions to develop the best</p>	<p>Information is easily available and trusted.</p> <p>Information is dynamic, responsive, evidence based and current.</p> <p>Information is accessible and inclusive.</p> <p>Websites are customer facing.</p>	<p>The existence of the website.</p> <p>Changes to the care management system create opportunities to integrate Connect to Support into the local authority customer journey.</p> <p>Learn from Kirklees experience.</p> <p>Opportunity to integrate at no charge PCG Solutions.</p> <p>Use social media and community</p>	<p>No other joint platform across health and social care and lack of CCG funding (this makes developing an alternative unlikely).</p>	<p>Staff time.</p> <p>Resources to support effective co-production.</p> <p>Marketing resource.</p>

	<p>approach to information provision.</p> <p>Determine the functionality required from Connect to Support, e.g. include micro commissioning and social prescribing modules.</p> <p>Implement changes and evaluate impact.</p> <p>Build the performance framework.</p> <p>Market the finished website extensively.</p>		<p>messaging to promote Connect to Support to people across York.</p>		
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Solution	Actions	Improvement Outcomes	Opportunities	Risks	Resources
<p>8. Provide comprehensive accessible information: to ensure that those people who are not able to hear, see or read the written word have access to good quality information.</p>	<p>Strategic: Develop a strategic partnership agreement to show a consistent approach to accessibility.</p> <p>Agree city wide standards for accessible support during face to face consultations /interactions.</p>	<p>Information is accessible and inclusive.</p> <p>People searching for information are provided with the same information irrespective of where they start their enquiry.</p> <p>Websites are customer facing.</p>	<p>Utilise existing skills in Easy Read, BSL etc. that exist within the city.</p>	<p>People remain excluded from online information and this may drive them to access inappropriate solutions.</p> <p>Missed opportunities for keeping people healthy, safe and well in their own communities.</p> <p>Aspiration for channel shift will be compromised.</p>	<p>Funding for production of information in different formats</p> <p>Staff time.</p> <p>Cost of implementing NHS Accessibility Standard.</p> <p>Staff time to review current offer around accessibility.</p> <p>Staff time to integrate Accessible Information Standard with Information</p>

	<p>Operational: Review existing policies and procedures that support the introduction of accessible information and the accessibility standard.</p> <p>Co-produce the approach to accessibility used by LA and CCG to ensure useability for people who have a visual impairment, are deaf and those that do not use the written word.</p>				Standard.
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	<p>Ensure web based information can be provided in a print friendly format.</p> <p>Implement the NHS Accessible Information Standard across contracted providers.</p> <p>Ensure all web pages are presented in easy read with more complex information embedded within the web page.</p>				
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	<p>Establish a 'readers group' as part of the approach to co-producing information.</p> <p>Develop effective monitoring and evaluation methodology that places customers central to the process.</p>				
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Solution	Actions	Improvement Outcomes	Opportunities	Risks	Resources
<p>9. Develop and implement a local information standard: to ensure information provided to the people of York is provided to locally agreed standards and supports the delivery of a trusted online resource.</p>	<p>Establish momentum.</p> <p>Develop the standard.</p> <p>Set up the system.</p> <p>Get organisations signed up to the standard.</p> <p>Develop an accreditation and feedback mechanism.</p>	<p>Information is easily available and trusted.</p> <p>Information is dynamic, responsive, evidence based and current.</p>	<p>Utilise the experience of other local authorities who have developed a local information standard/accessible standard.</p> <p>Integrate the NHS Accessible Standard requirements into the local information standard therefore minimising cost and avoiding duplication.</p>	<p>Channel shift will not be achieved.</p> <p>Information across the city will be of variable quality and currency.</p>	<p>Communication experts time.</p> <p>Staff time for buddying and validation processes.</p> <p>Host organisation resource to service accreditation panel and the overall accreditation process.</p>

			Ensure that the Accessible Information Standard and any local information standard requirements are included in relevant contracts with external providers.		
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Solution	Actions	Improvement Outcomes	Opportunities	Risks	Resources
<p>10. Implement a curated knowledge approach: to ensure the information provided to people is understandable, supports them to make good decisions about their health and wellbeing and supports the delivery of a trusted online resource.</p>	<p>Strategic: Establish strategic sign up.</p> <p>Identify the approach to be used to curation, including reviewing automated curations system and resources required to implement and maintain the system.</p> <p>Operational: Develop the skill set to produce curated knowledge.</p>	<p>Information is easily available and trusted.</p> <p>Information is dynamic, responsive, evidence based and current.</p>	<p>Utilise the professions who already search and analyse information as part of their role to provide curated knowledge.</p> <p>Utilise existing directories and databases to provide information to organisations and the public.</p> <p>Utilise librarians and information professionals to provide training to key staff.</p>	<p>The solutions that people access may not be the most effective option and potentially lead to increased cost in the future.</p> <p>Professionals will continue to spend time searching for the same information.</p>	<p>Funding to identify and deliver a training programme to support curating knowledge.</p> <p>Staff time for curating relevant information.</p> <p>Digital team capacity for uploading and maintaining the website and social media content.</p>

	<p>Identify the key points in the system where people have to search for information and build information curation roles with this group.</p> <p>Identify a performance review/supervision approach.</p> <p>Develop a dissemination process that interfaces with online and social media.</p> <p>Identify and implement a monitoring and</p>				
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	review process.				
Solution	Actions	Improvement Outcomes	Opportunities	Risks	Resources
<p>11. Integrate the work of asset based workers: to ensure the small resource available to the city to focus on asset development is used to best effect.</p>	<p>Determine which of the following roles can contribute to the virtual asset team;</p> <ul style="list-style-type: none"> • community connectors • social prescribers • local area co-ordinators • health champions. <p>Be clear about the difference and overlaps in each role.</p>	<p>Information is dynamic, responsive, evidence based and current.</p> <p>Partners involved in delivering information and advice know and understand the local provision.</p>	<p>Each of the roles already exist or are in the planning/pilot stage.</p>	<p>Individual teams will remain separate and will continue to work in such a way that they do not maximise their impact.</p>	<p>Management time to establish team and provide leadership.</p>

	<p>Agree the interface between the different roles across the different organisations, including managing approaches to conflict and difference.</p> <p>Establish a virtual team.</p> <p>Determine the connected roles of the team.</p> <p>Identify the geographical area each will work within.</p>				
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	<p>Identify an evaluation strategy and performance measures.</p> <p>Establish a reporting and knowledge sharing structure.</p>				
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Solution	Actions	Improvement Outcomes	Opportunities	Risks	Resources
<p>12. Develop and implement a co-production framework: to ensure that all new developments have the customer voice central to their outcomes.</p>	<p>Strategic sign up to co-production as the way of operating in York.</p> <p>Establish a city wide co-production group.</p> <p>Develop local co-production standards.</p> <p>Comprehensive training for all professionals and people involved in co-producing materials and services.</p>	<p>Information is easily available and trusted.</p> <p>Information is dynamic, responsive, evidence based and current.</p> <p>Information is accessible and inclusive.</p> <p>Websites are customer facing.</p> <p>People searching for information are provided with the same information irrespective of</p>	<p>Utilise local and national co-production expertise to support the delivery of solutions to ensure effective information and advice systems.</p>	<p>Solutions are not accessible, customer friendly or useable.</p>	<p>Staff time to train in co-production approaches.</p> <p>Resource to make information accessible</p> <p>Resource to reward and recognise contributions of people with lived experience.</p> <p>Access to accessible venues.</p>

	<p>Develop and maintain a bank of co-production literature and tools.</p> <p>Ensure co-production exists in any project team.</p> <p>Ensure sufficient time and resources are available to support good levels of preparation and full involvement.</p> <p>Identify key individuals who use services to work with web designers.</p>	<p>where they start their enquiry.</p>			
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Solution	Actions	Improvement Outcomes	Opportunities	Risks	Resources
<p>13. Develop and implement a social media function: to support the delivery of effective messages to the people of York.</p>	<p>Develop the strategy and relevant policies to support the development of social media.</p> <p>Ensure this is included within responsibilities outlined in the strategic partnership agreement.</p> <p>Identify whether Hootsuite can be used across the partnership to support social media listening.</p>	<p>Information is dynamic, responsive, evidence based and current.</p> <p>Websites are customer facing.</p> <p>Information is accessible and inclusive.</p> <p>Partners who are involved in delivering information and advice know all the local provision.</p>	<p>Identify and utilise current local facebook pages and twitter accounts to push out relevant message – co-ordinated across the partnership.</p> <p>Maximise the use of Hootsuite across York.</p> <p>Maximise the use of the community messaging service to deliver targeted messages.</p>	<p>Messages will be inconsistent and result in mixed outcomes for the public.</p> <p>Messages will not be the right messages to help the people of York stay healthy, safe and well</p> <p>Information is not available in a timely manner to inform effective decisions by people.</p>	<p>Staff time to;</p> <ul style="list-style-type: none"> • Implement a shared data approach • Analyse relevant data • Quality assure data and information. <p>Potential cost of the Hootsuite licences if it's use is extended to other partners.</p>

	<p>Develop feedback loops with contracted providers to understand the issues people are experiencing and develop an online response mechanism</p> <p>Establish a protocol to support communication teams working together to share and disseminate messages.</p>			<p>People will not know about available information to keep them healthy, safe and well.</p>	
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	<p>Commission the Research and Business Intelligence team to provide a regular analysis of relevant data and intelligence to inform online content.</p> <p>Establish a systematic process for analysing data and informing the content of online resources.</p> <p>Push out co-ordinated and consistent messages to target audiences.</p>				
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	<p>Pull in data and information to inform activity across the partnership and improve online resources.</p> <p>Develop and implement a social media marketing approach.</p>				
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Solution	Actions	Improvement Outcomes	Opportunities	Risks	Resources
<p>14. Develop and implement a social marketing approach: to increase the understanding of the people of York about how to stay healthy, safe, well and connected.</p>	<p>Collect information from those who will both benefit from and contribute to the social marketing campaign.</p> <p>State the goals and objectives of the campaign.</p> <p>Define the audience or specific groups to be reached.</p> <p>Engage potential partners and change agents in the campaign.</p>	<p>More people in York are capable and confident to use online resources.</p>	<p>Partnership with public health to utilise their expertise in behaviour change and public health messages.</p> <p>Utilise current newzines, newsletters and regular communication briefings to raise awareness of local websites, social media and services that provide information and advice.</p>	<p>People will not have access to the best information to keep themselves healthy, safe and well.</p> <p>Local people are not aware of the information and advice provision that is available to them.</p> <p>Channel shift is not achieved.</p>	<p>Communication resources</p> <p>Public health support.</p> <p>Campaign resources</p>

	<p>Analyse the key behaviours and environments relating to the problem or goal.</p> <p>Identify core components or strategies of the campaign.</p> <p>Select campaign components based on their importance, feasibility, and fit with different groups.</p> <p>Pre test and revise campaign components before full implementation.</p>		<p>Utilise information structures across schools, colleges and training providers to get messages to young people and their parent/carers.</p> <p>Utilise current IT and technical infrastructure to share important messages.</p>		
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	<p>Implement and evaluate the effects of the campaign.</p> <p>Celebrate success as a means of generating further publicity for the message.</p>				
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Solution	Actions	Improvement Outcomes	Opportunities	Risks	Resources
<p>15. Establish peer to peer networks and support structures: to ensure people are supported to connect with people with lived experience and those people providing information are supported to do so.</p>	<p>Identify the resources available to support peer networks.</p> <p>Identify places to nurture peer networks e.g. Lives Unlimited.</p> <p>Identify and provide the support and resource that each network requires.</p>	<p>Information is easily available and trusted.</p>	<p>Graduate partners.</p> <p>Lives Unlimited.</p> <p>York Independent Living Network.</p> <p>Carers Hubs.</p>	<p>People will not have access to peers to support them when it is most crucial.</p> <p>Community assets will not be strengthened.</p>	<p>Finances to develop and support the peer networks.</p> <p>Community Connectors time to support networks and network leaders.</p>

	<p>Provide the networks with a key contact to ensure that they understand any changes or developments in information provision.</p> <p>Include the contacts of key networks on the lead website.</p> <p>Ensure Libraries, Hubs and community venues are aware of the peer networks and the key contacts.</p>				
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	Link peer networks to co-production initiatives.				
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