

Inverclyde Health and Social Care  
Partnership (HSCP)

# ***‘People and Partnerships, Making a Difference’***

**Communication and Engagement Strategy  
2025 - 2027**

**This document can be made available in other languages, large print, and audio format upon request.**

**Arabic**

هذه الوثيقة متاحة أيضا بلغات أخرى والأحرف الطباعة الكبيرة وبطريقة سمعية عند الطلب.

**Cantonese**

本文件也可應要求，製作成其他語文或特大字體版本，也可製作成錄音帶。

**Gaelic**

Tha an sgrìobhainn seo cuideachd ri fhaotainn ann an cànanan eile, clò nas motha agus air teip ma tha sibh ga iarraidh.

**Hindi**

अनुरोध पर यह दस्तावेज़ अन्य भाषाओं में, बड़े अक्षरों की छपाई और सुनने वाले माध्यम पर भी उपलब्ध है

**Kurdisch**

Li ser daxwazê ev belge dikare bi zimanên din, çapa mezin, û formata dengî peyda bibe.

**Mandarin**

本文件也可应要求，制作成其它语文或特大字体版本，也可制作成录音带。

**Polish**

Dokument ten jest na życzenie udostępniany także w innych wersjach językowych, w dużym druku lub w formacie audio.

**Punjabi**

ਇਹ ਦਸਤਾਵੇਜ਼ ਹੋਰ ਭਾਸ਼ਾਵਾਂ ਵਿਚ, ਵੱਡੇ ਅੱਖਰਾਂ ਵਿਚ ਅਤੇ ਆਡੀਓ ਟੇਪ 'ਤੇ ਰਿਕਾਰਡ ਹੋਇਆ ਵੀ ਮੰਗ ਕੇ ਲਿਆ ਜਾ ਸਕਦਾ ਹੈ।

**Soraini**

ئەم بەلگەنامەیە دمتوانرێت بە زمانەکانی تر و چاپی گەورە و فۆرماتیکی دەرنگی لەسەر داواکاری بەر دەست بکەیت.

**Tigrinya**

እዚ ሰነድ እዚ ብኻልእ ቋንቋታት፡ ብዓሊ ፊደላትን ብድምጺ ቅርጽን ምስ ዝሕተት ከቕርብ ይኽእል።

**Urdu**

درخواست پر یہ دستاویز دیگر زبانوں میں، بڑے حروف کی چھپائی اور سننے والے ذرائع پر بھی میسر ہے۔

**Ukrainian**

За запитом цей документ може бути доступний іншими мовами, великим шрифтом та аудіоформатом.

Inverclyde HSCP (Health and Social Care Partnership), Clyde Square, Greenock, PA15 1NB  
Tel: 01475 715365

# Contents

- Foreword..... 5
- 1. Introduction ..... 7
- 2. Strategic Approach ..... 7
- 3. Communication and Engagement Objectives ..... 9
- 4. Our Communication Standards ..... 10
- 5. Equalities ..... 11
- 6. Planning Campaigns and Events Calendar ..... 12
- 7. Community Engagement Standards ..... 13
- 8. Our Participation and Engagement ..... 13
- 9. Our Audience ..... 16
- 10. Evaluation..... 17
- 11. Business Continuity ..... 18

## Foreword

Welcome to Inverclyde Health and Social Care Partnerships (HSCP) Communication and Engagement Strategy 2025 – 2027. Through our services, our support and local collaboration we hope that all people in Inverclyde can live a full, healthy life and face no barriers to accessing opportunities or achieving positive outcomes. This is captured in our Partnership Vision *“Inverclyde is a compassionate community, working together to ensure people live active, healthy, and fulfilling lives”*.

We recognise that local challenges and barriers exist that may prevent people from realising this vision. Inequalities must be addressed if we are to improve the health, wellbeing, and life chances of local people. We are ambitious that the people in Inverclyde recognise our contributions to improving health and social care outcomes. The challenges will not be overcome by continuing to do things the same way they have always been done. We will work differently, together, along with other key partners, to improve services, improve health and wellbeing outcomes and focus on reducing inequalities.

We need to make significant changes to how our services are planned and delivered, and how they are received and experienced by the people who are supported by them. Communication is critical to ensuring that those who use our services get the right care and support for their needs at the right time and in the right setting at the right point in their care journey.

For us to achieve this, we need to better understand the views and ideas of the people who are supported by our services or who may have a role or interest in them, and we need to meaningfully engage them in the planning and delivery of our services – in partnership. Partnership is at the forefront of how we achieve our vision for Inverclyde, collaborating closely with our communities, staff, statutory partners and the third sector. The community has shared the impact the past few years has had on them, but in recognising the assets and resilience in our communities we will be equal partners in delivering on the improvements and achieving improved local health and wellbeing outcomes.

We use communications to help people, communities and organisations be aware of, understand and engage in our work and services. For our communications to work well and support the planning and delivery of our services, they need to be underpinned by a framework, we need to continually evolve and improve how we deliver our communications to meet the needs of our stakeholders.

We have reviewed and updated our Communications and Engagement Strategy as part of the review. Our updated Strategy reflects the feedback from our communities throughout the Strategic Partnership Plan Consultation and Engagement Process and the ideas that were shared more recently by our Locality Planning Groups, this includes an updated action plan to improve our communications ([Appendix 1](#)). Our updated Strategy focuses on communications with our internal and external audiences, and our approach to engagement

with external stakeholders including our local people, users of our health and social care services, carers and their families, local communities and partners, external groups and organisations, among others. A significant degree of communications and engagement activity takes place in our HSCP's Locality Planning Groups and at an individual level. Our Communications Strategy compliments our Strategic Partnership Plan. We all have a shared responsibility to communicate in the planning and delivery of our services, and to do it well. This is reflected throughout our Communications Strategy, and it has been updated to help us do this in a clear, consistent, inclusive and engaging way. I hope you find it useful in helping us to deliver health and social care for Inverclyde.



Kate Rocks  
Chief Officer, Inverclyde HSCP

## 1. Introduction

This Communication and Engagement Strategy (2025-27) is built on Inverclyde Health and Social Care Partnership's (HSCP) previous Communication Strategy. We recognise the importance of the voices of our people and their views are critical when planning our services for people, with people. The Integration Joint Board (IJB) through our HSCP is committed to collaborating with partners, service users, their families and the wider community to find efficient and effective solutions to achieve better outcomes for the people of Inverclyde. We will listen and learn from our people, staff and communities.

This strategy demonstrates our commitment to engage, listen and respond to our communities. Our aim is to improve how we communicate and engage with our communities and partners and strengthen our messaging to support greater understanding and awareness of our health and social care services.

We were committed from the start of the process to consult and engage with a wide range of stakeholders, including service users, carers, our communities, our staff, the third and independent sector partners. This process started with the participation and engagement in supporting the preparation of the Inverclyde HSCP Strategic Commissioning Plan 2024-2027, this was in four main parts.

- 1) Obtaining views on the understanding and effectiveness of the previous Strategic Plan 2019-2024, highlighting the (September – November 2023)
- 2) Obtaining views on what the main challenges are for the HSCP, to help inform our themes for development and improvement. (September 2023 – February 2024)
- 3) Obtaining views on the needs of our people from our communities, our Integration Joint Board (IJB), Strategic Planning Group (SPG) and workforce (alongside the needs assessment) (September 2023 – February 2024)
- 4) Obtaining views on the draft HSCP Strategic Priorities (January-February 2024)

Followed by a consultation period on our Four Strategic Priorities. A participation and engagement paper was produced following this process, this can be found at the following link [https://www.inverclyde.gov.uk/assets/attach/17087/Strategic-Plan\\_2024\\_participation-and-engagement-paper.pdf](https://www.inverclyde.gov.uk/assets/attach/17087/Strategic-Plan_2024_participation-and-engagement-paper.pdf)

## 2. Strategic Approach

Communications and engagement play a key role in the planning and delivery of our services, helping us improve our services and achieve our shared vision for the people of Inverclyde.

The Communication and Engagement Strategy (2025-27) is part of a set of strategic documents and should be reviewed in tandem with the accompanying strategies and guidance that support the implementation of the HSCP's Strategic Partnership Plan (2024-27) <https://www.inverclyde.gov.uk/health-and-social-care/health-and-social-care-partnership-strategic-plan>

- [Community Empowerment \(Scotland\) Act 2015](#)
- [Public Bodies \(Joint Working\) \(Scotland\) Act 2014](#)

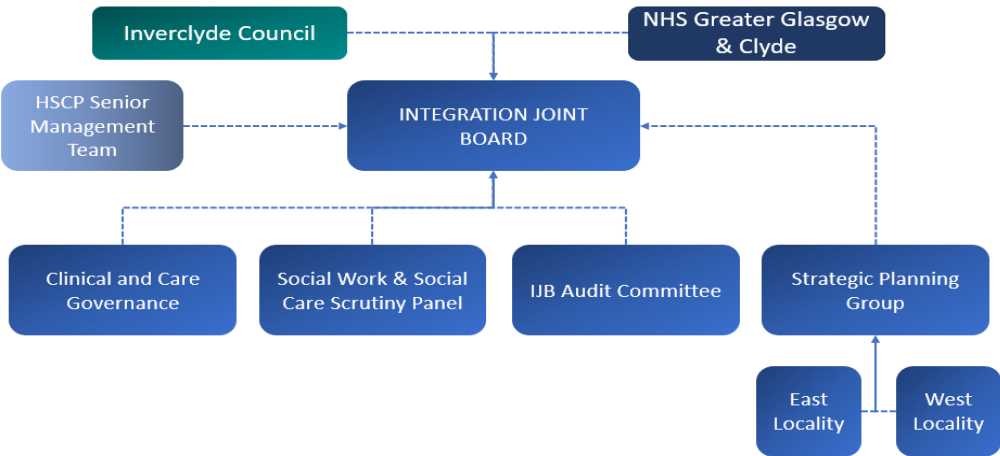
- [Planning With People - Community engagement and participation guidance](#)
- [National Standards for Community Engagement | SCDC - We believe communities matter](#)
- [Community Planning Partnership - Inverclyde Council](#)

Full breakdown of Key Policy Drivers and Guidance at [\(Appendix 2\)](#).

The Strategic Planning Group (SPG) will monitor the implementation of the strategy and its values and will review this Communication and Engagement Strategy on an annual basis to ensure it is fit for purpose.

Inverclyde HSCP Integration Joint Board (IJB) is the governing body that has oversight for strategic planning, funding and service delivery as outlined within the HSCP Strategic Partnership Plan (2024-2027) (Plan on a Page - [Appendix 3](#)) Our Governance structure is below at [\(Diagram 1\)](#).

**Diagram 1 – Governance Structure**



Inverclyde HSCP is made up of Inverclyde Council and NHS Greater Glasgow and Clyde (NHSGGC) and is referred to as ‘the HSCP’ throughout this strategy. Our Health and Social Care Partnership (HSCP) has been set up in response to the requirements of the Public Bodies (Joint Working) (Scotland) Act 2014, often referred to as the integration legislation, here in Inverclyde, we have had integrated services since 2010. That means we have strong foundations to take forward our vision [\(Diagram 2\)](#), which is underpinned by our strategic priorities [\(Diagram 3\)](#).

This Communication and Engagement Strategy provides a framework to support services within Inverclyde HSCP to deliver the Integration Joint Boards (IJB) vision, as a group we will support our IJB in continuing to create awareness and understanding of our vision and the strategic priorities that will help us achieve this for the people of Inverclyde. In addition to this we will continue to promote the HSCP and build a trusted reputation and image.

[Diagram 2. Vision](#)

Inverclyde is a compassionate community, working together to ensure people live active, healthy, and fulfilling lives.

Diagram 3. Four Strategic Priorities



3. Communication and Engagement Objectives

Inverclyde HSCP is committed to effective communication and engagement with all our stakeholders so that they are aware of, understand and are meaningfully engaged with our services. Taking a positive and proactive approach to communication and engagement ensures that information about what we do, why we do it and how we do it is provided in a clear and effective way.

Through the development of our Locality Planning Groups, we have committed to supporting people to understand how to access and familiarise themselves with the services and activities available to people and communities, we are committed to making effective use of and promoting [Inverclyde Life](#). We are committed to building trust and confidence in the HSCP, which in turn helps build positive relationships and improve reputation.

In building trust and confidence, we have developed a ‘You Said – We Did’ model alongside our Locality Planning Groups. We listened to our workforce and the people of Inverclyde, and this is what they told us.

What Was Said
<ul style="list-style-type: none"><li>• The HSCP needs to better understand the communication needs in Inverclyde.</li><li>• Need to think about Digital Poverty and Social isolation.</li><li>• Not everyone can access or has the means to access online / social media platforms.</li><li>• Your web pages are out of date and difficult to navigate.</li><li>• What non statutory services are available in the community. We do not know what we do not know.</li><li>• We all need a better understanding of the assets in our community.</li><li>• The HSCP needs to understand the needs and people in our communities. Plan with us.</li><li>• Build and maintain trusting relationships.</li><li>• We need to develop the strategic priorities in collaboration.</li><li>• Who are the HSCP, sometimes we see Council logo, sometimes we see NHS logo. It is confusing for us.</li></ul>

We are therefore confident that the objectives set out below will build trust and confidence in our interactions and conversations with service users, carers and all our partners and stakeholders.



**Through this communication and engagement strategy, we will:**

- a) Continue to develop platforms and pathways to engage that are meaningful, flexible, accessible, and open to **everyone** across Inverclyde, particularly hard-to-reach and vulnerable groups, we must consider digital literacy and digital poverty.
- b) Continue to promote the HSCP and build a trusted reputation and image by embedding a culture of honesty, openness and accountability in all our interactions.
- c) Increase local awareness of the services provided by the HSCP.
- d) Support people to make better informed decisions about their health and social care needs by providing information about our services and those of our third sector colleagues - make effective use of [Inverclyde Life](#).
- e) Support the development of, create awareness, understanding and promote our strategic vision and strategic priorities.
- f) Provide our stakeholders with the opportunity to share their views and ideas and to contribute to the planning and delivery of health and social care services (via our Locality Planning Groups).
- g) Uphold, promote and embed approaches, standards and governance for effective communications by the HSCP as set out within the strategy.

Our Communication and Engagement Action Plan ([Appendix 1](#)) outlines what actions and activities we will undertake to achieve the above objectives. The action plan will be a fluid document that the Communications group will continually develop.

## 4. Our Communication Standards

The style and standard of communication within Inverclyde HSCP will demonstrate our overarching values principles and culture which benefits our communities, people who use our services and the HSCP. We will do this with the following approach.

Activity	Our approach in delivery
Accessible and consistent	Meeting the standards of the Equality Act (2010). being available in font size 12 as standard for ease of reading; Audio format for listening; in pictures to see if necessary and in a preferred language using appropriate media to support understanding.
Clear	Easy to understand; avoid the use of jargon and acronyms, speak in plain English.
Consistent	Maintain our brand, identity and look when engaging with all our audiences.
Conversation (empowering communities)	Communication will be a friendly conversation - not a broadcast - people will have an opportunity to actively contribute at all levels.
Inclusive	Speaking face to face or by telephone whenever possible; encouraging interaction and valuing the feedback from discussion in a preferred format or language suitable to the situation and need.

Activity	Our approach in delivery
Timely	Providing up to date information as soon as possible and consistently. Use research, data, and real-life case study examples to ‘tell a story’ of how, in partnership, we make a difference.
Openness and honesty	Taking a person-centred approach; sharing information that is accurate.
Relevance	Informative with a focus on the needs of the intended audience.

Methods of communications and engagement could be face to face, written, online, publications, social media, meetings, events, community groups or networks, media, surveys, focus groups and feedback. As part of this plan the Communications and Engagement Group will develop an action plan to support this approach. ([Appendix 1](#)).

## 5. Equalities

We are committed to ensuring that our communications and engagement activity is inclusive, fair and equitable to our patients, carers, communities and staff. The Equality Act 2010 introduced Public Sector Equality Duties for nine protected characteristics, often referred to as equality groups or protected groups. In addition to the groups protected by this Act, we also consider carers and other vulnerable and seldom heard groups. The protected characteristic groups are:

- Age.
- Disability.
- Gender and reassignment.
- Marriage and civil partnership
- Pregnancy and maternity.
- Race.
- Religion and belief.
- Sex.
- Sexual orientation.

People who access our services including children and young people, may have a specific communication need (e.g. visual or hearing impairment, additional learning needs, or because English is not their first language). It is therefore important that information is accessible, and in the person’s preferred format or language that is easily understood by the intended audience.

As stated elsewhere in this strategy, verbal and written communication in visual or sensory formats is crucial to minimising misunderstandings or confusing messages being exchanged. Therefore, the strategy considers the use of technology, interpreting services and third-party involvement in establishing a two-way conversation or dialogue. This is to ensure that every opportunity is made to find the best means for an individual or partner to express their views, have these understood and be provided with an appropriate response.

As a companion document to the Inverclyde HSCP Strategic Partnership Plan 2024 – 2027, the Equalities Impact Assessment (EQIA) undertaken for that document is relevant to the

Communication and Engagement strategy. Therefore, this document has been reviewed against the existing and active EQIA and found to be compliant with the equality duties prescribed by the Equalities Act 2010 and our equality outcomes and mainstreaming report.

The Communication and Engagement Strategy and Equality Impact Assessment will be presented for approval to the Integration Joint Board prior to its publication.

**To enable this approach across the HSCP the following should apply.**

- Adopt the Social Media Policies for all HSCP employees and work closely with Corporate Communications Team.
- Maintain a rolling events/content calendar.
- Campaign material and toolkit content provided by NHS GGC, Inverclyde Council, The Scottish Government, Public Health Scotland (PHS) and Health Improvement Scotland does not require further approval before use on HSCP channels.
- The HSCP's social media channels share news from across all services. As such, all HSCP teams are encouraged to share service info and provide social media content.
- Social media and corporate communications requests for campaigns and event should be sent in advance (seven days) of any planned events.
- Development of materials and literature should be aligned to the [Clear to All - NHSGGC](#) ensuring we create simple, clear and concise information that allows us to meet our legislative requirements and the needs of our patients. In this context, patient information refers to written information such as leaflets, flyers and posters, as well as video and audio recordings.

## **6. Planning Campaigns and Events Calendar**

The HSCP has a key role in providing early help and intervention to help improve the health and wellbeing of local people. To do this we need to work differently, we must focus on supporting people at an earlier stage and minimising the impact of health and wellbeing concerns as they arise.

Throughout the Strategic Partnership Plan we are committed to reducing health inequalities and supporting local people to make choices that reduce their longer-term need for statutory health and social care services. This can include a range of themes covering public protection, maximising independence, income maximisation, Self-Directed Support (SDS), Alcohol and Drug substance prevention, breast feeding, healthier lifestyles, Future Care Planning (FCP), Power of Attorney (PoA) or Dementia awareness campaigns and policy influence. A wide range of information materials may be required alongside a range of communication messaging, campaign information should be captured in our events calendar that will be maintained by the HSCP ([Appendix 4](#)).

The HSCP will explore opportunities to develop joint campaigns with all partners. The creation of shared resources will be at the centre of any joint campaign, which also highlights the potential for the HSCP's webpages and social media channels to facilitate efficient communication and engagement.

## 7. Community Engagement Standards

The National Standards for Community Engagement ([Appendix 5](#)) are good-practice principles designed to improve and guide the process of community engagement.

Community engagement is a way to build and sustain relationships between public services and community groups - helping them both to understand and act on the needs or issues that communities experience.

Each of the seven standards provide detailed performance statements that everyone involved can use to achieve the highest quality results and the greatest impact. They show what good engagement looks like, and how to do it.

Learn more: [Community Engagement: Everything you need to know](#)

The seven standards are:

- **Inclusion** – We will identify and involve the people and organisations that are affected by the of the engagement.
- **Support** – We will identify and overcome any barriers to participation.
- **Planning** - There is a clear purpose for the engagement, which is based on a shared understanding of community needs and ambitions.
- **Working together** - We will work effectively together to achieve the aims of the engagement.
- **Methods** - We will use methods of engagement that are fit for purpose.
- **Communication** - Communication We will communicate clearly and regularly with the people, organisations and communities affected by the engagement.
- **Impact** - We will assess the impact of the engagement and use what has been learned to improve our future community engagement.

## 8. Our Participation and Engagement

We believe people are one of the most important assets in Inverclyde; by working closely with you and learning from your experience, we can more effectively support your health and wellbeing and improve how we deliver our services. Our communications and engagement stretch across Inverclyde, and particularly our localities ([Diagram 5](#)).

The **East Locality** is defined as including the towns and villages of:

- Kilmacolm and Quarriers Village
- Port Glasgow
- Greenock East and Central (boundary Bakers Brae)

The **West Locality** is defined as including the towns and villages of:

- Greenock West and Gourrock
- Greenock South and Southwest
- Inverkip and Wemyss Bay

Information on how you can participate in our locality discussions can be found on our website. [HSCP Locality Planning Groups \(LPGs\) - Inverclyde Council](#)

**Diagram 5. East and West Locality Map**



Information on how you can participate in our locality discussions can be found on our website. [HSCP Locality Planning Groups \(LPGs\) - Inverclyde Council](#)

In pursuit of our vision and priorities, the HSCP will actively seek the involvement of our Locality Planning Groups, communities and all its stakeholders in its decision making and planning services for people with people, particularly the people who access our health and social care services, our paid and unpaid carers, the families and friends of those who access our services, and the staff and volunteers who are involved in the provision of health or social care, across all sectors and especially those with a protected characteristic.

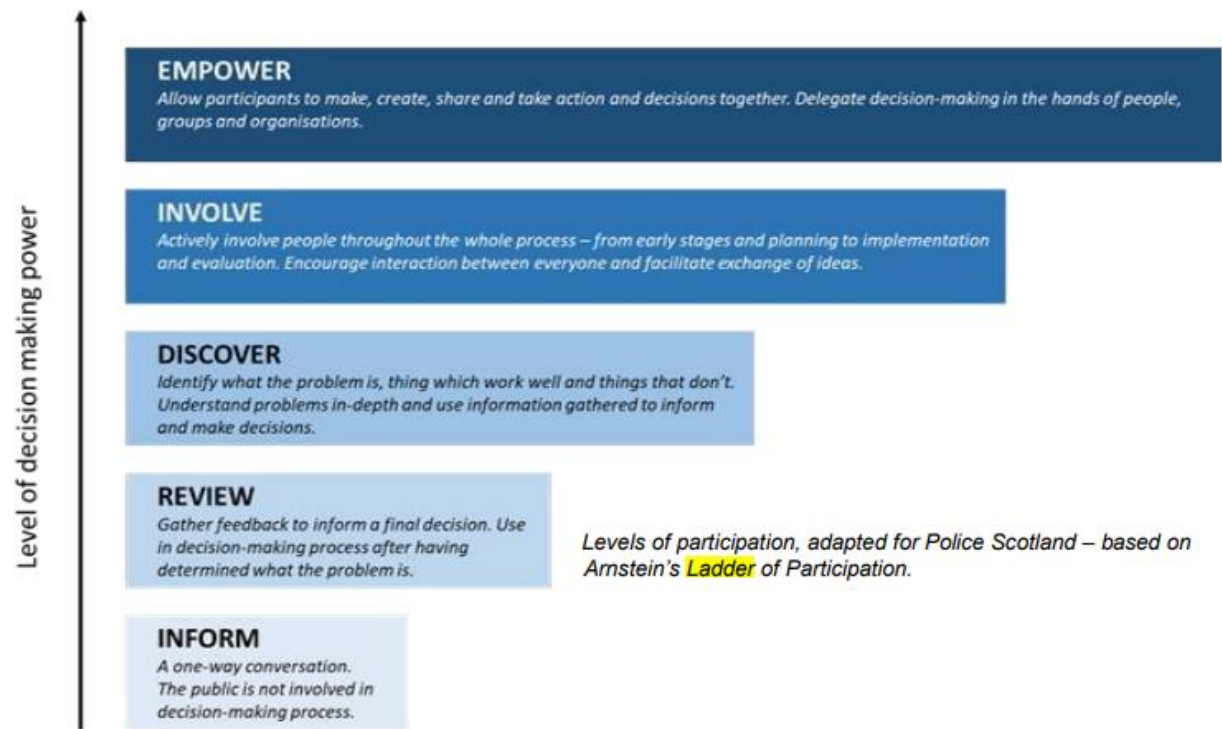
We will also continue to collaborate with our staff and partners to ensure services users and local people are regularly engaged and listened to.

The HSCP will strive to use the most appropriate methods of communication and engagement that is relevant, inclusive and accessible for the purpose of our activity and we will adapt it to the needs of our targeted audience.

The HSCP will do this in line with the community engagement standards at Section 8 (Community Engagement Standards) and by the deployment of the following participation ladder ([Diagram 6](#)) which is used in conjunction with the [Informed Decision-making, Community Engagement and Participation Workstream Report](#)

To provide local people with the right information to help them better understand the health and social care concerns they may have, and to know how to access the right support for them.

Diagram 6 – Ladder of Participation



## 9. Our Audience

To deliver on our purpose to plan and develop health and social care services for the people of Inverclyde, we are committed to working together in communicating with service users, carers, partners and stakeholders. It is essential that the HSCP gives due regard to a cross section of people, groups and organisations and that the HSCP aims to engage with whom we regard as our stakeholders.

Below illustrates the importance of identifying and involving anyone who may be impacted by our work, and it also helps us to understand the scope and the challenge of meaningfully engaging with all stakeholders. This list is not exhaustive, and additional stakeholders may be identified through the course of an engagement piece.

### Our key audience groups and stakeholders:

- Carers, patients, service users and their representatives
- Public, residents of Inverclyde
- Workforce for Inverclyde Health and Social Care Partnership (NHS and Council)
- Inverclyde Integration Joint Board (IJB) Members
- Community Councils
- Contractors and providers of health and social care services and their representative groups (including third and independent sector i.e. CVS, Your Voice, Carers Network)
- Independent Contractors including. General Practitioners.
- CVS Inverclyde
- HSCP Locality planning groups (East and West)
- HSCP Strategic planning group (SPG)
- Inverclyde Advisory Network
- Inverclyde Advocacy
- Inverclyde Alliance/Community Planning Partners (inc. Scottish Fire & Rescue Service, Police Scotland, local colleges, Strathclyde Passenger Transport (SPT) Scottish Enterprise)
- Inverclyde Community Learning and Development
- Inverclyde Council Elected Members
- Local Housing Strategy member, Housing associations and registered social landlords (RSLs)
- MPs/MSPs within Inverclyde
- NHS 24
- HSCP partners
- NHS Greater Glasgow and Clyde Executive and Non-Executive Director Board Members
- Relevant external organisations (e.g. Scottish Government & Scottish Health and Social Care Regulators)
- Scottish Ambulance Service (SAS)
- The media (local and national)
- Trade Unions/staff representatives.

## 10. Evaluation

It is essential to evaluate the effectiveness of our communication and engagement initiatives, to gauge whether they reach the objectives and outcomes that we hope to attain. To achieve this, the HSCP will conduct periodic monitoring to determine our baseline, or starting position, and then to measure the degree of awareness and comprehension of our messages and information, as well as the effects they are having on our communities and people.

To help support this evaluation, measures identified within the Strategic Partnership Plan's, Outcome Framework, reflect our ambition to communicate effectively with people who use our services and our communities. As such, appropriate measures within the outcome's framework will be aligned to help evaluate the impact of the communication and engagement strategy

In addition to the evaluation of effectiveness, we must have a mechanism for capturing feedback, this will include:

- Proactive feedback from the people of Inverclyde via face-to-face contact with practitioners and officers of HSCP, advisory networks, user groups, independent, third and voluntary sectors; surveys; and national experience surveys.
- Responsive feedback in the form of complaints, care opinion feedback and reported incidents.
- The contributions of our Strategic Planning Group (SPG), Locality Planning Groups (LPGs), Advisory Networks, user and carer groups to ensure that service user experience is at the heart of HSCP's work.
- Regular stakeholder and community engagement events and exercises including *'You Said, we did'* outcomes.



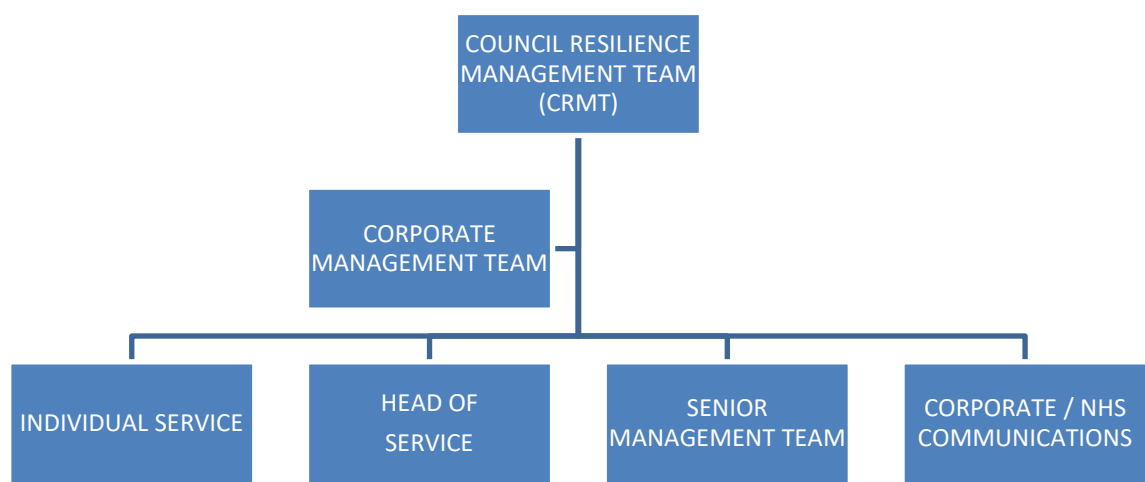
11. Business Continuity

Individual service business continuity plans should have clear and concise communications procedures. Procedures for warning and informing our workforce and public should be documented within each business continuity plan. This allows for a unified approach especially when responding to an incident.

In conjunction with Corporate Communications, NHS Communications and Head of Service the service will.

- Advise employees of the impacts on the Service and arrangements to maintain delivery of essential services.
- Advise key stakeholders e.g. service users / suppliers.
- Agree messages to Elected Members, the media and wider community. **Where appropriate, messages should be consistent and account for the Council / HSCP and response partners’ joint communications strategy.**

Senior Management Team will report incidents through the Council Resilience Management Team (CRMT). The Council Incident Officer (CIO) will provide a focal point of communication between the Council, NHS and other responding agencies – and supports the activities of the Corporate Management Team (CMT) and Council Resilience Management Team (CRMT).



## Appendix 1: Communication and Engagement Action Plan – Developing our Approaches

This will be a live document updated regularly to reflect priorities and actions for the HSCP Communications group.

It is acknowledged that we have made positive progress around communication, engagement and participation throughout our Strategic Plan period 2023 – 2025 – add in timeframe. Feedback from our workforce, residents, localities and stakeholders when consulted on our Strategic Partnership Plan and our Equalities Mainstream report acknowledged this progress.

There are opportunities for further development and improvements in the way we effectively engage and communicate with our communities, workforce and partners. Building on our existing foundations and achievements, we are in a strong position to further enhance our approaches.

For the HSCP to facilitate meaningful and successful community engagement, our approach must be one that is flexible, easily accessible and utilise methods to connect with populations that the HSCP have not previously engaged and participated with.

To support the delivery of our objectives, we have developed an action plan with a number of activities and commitments to contribute to the ongoing communication and engagement strategy:

Objective	What we need to do -Action(s) / Activity	Audience	Ownership	Comments / Update
a) Continue to develop platforms and pathways to engage that are meaningful, flexible, accessible, and open to <b>everyone</b> across Inverclyde particularly hard-to-reach and vulnerable groups. We must consider digital literacy and digital poverty in our approaches.	<ol style="list-style-type: none"> <li>1. We will explore opportunities to enhance our existing HSCP Web Pages, whilst maintaining and updating the relevant service templates.</li> <li>2. We will continue to develop a presence on social media and develop relatable, informative content, in plain English with no jargon. Need to consider who has access and increase users that can post on social media.</li> <li>3. We will work towards a branding only approach to HSCP publicity and communication aligning with a corporate identify. We will be consistent in our HSCP publicity, communication materials or information (both printed and</li> </ol>	<p>All stakeholders – internal and external</p> <p>All stakeholders – internal and external</p> <p>All stakeholders – internal and external</p>	<p>All members with training and access to the admin pages</p> <p>All services. The group needs to agree to a consistent approach to this.</p> <p>What does that look like? Must use correct logos etc.</p>	

	<p>digital).</p> <p>4. In partnership, we will, via our Equality (inc Corporate) groups and networks using any data and information (available to us) we have on digital poverty and scope out options of all communications methods.</p>	<p>Our most vulnerable stakeholders.</p> <p>Those with a protected characteristic.</p>		
<p>b) Continue to promote the HSCP and build a trusted reputation and image by embedding a culture of honesty, openness and accountability in all our interactions.</p>	<p>1. We will build on engagement – exploring the best ways to actively engage with people on changes that might affect them or their cared for/loved one.</p> <p>2. We will empower and enable opportunities for the people of Inverclyde to provide HSCP with feedback on our services through comments, compliments, suggestions, and areas for improvement through consultations, surveys or face-to-face contact. Using care opinion and other mechanisms</p> <p>3. We will establish and maintain effective ‘good’ conversations with all partners and stakeholders.</p> <p>4. Ensure our staff are provided with recognisable identification. (for example, identification badge and email signatures)</p>			
<p>c) Increase local awareness of the services provided by the HSCP.</p>	<p>1. We will deliver to people and stakeholders a series of workshops that promote self-help for people who experience mental health and wellbeing concerns. (Strategic action)</p>			

	2. We will work with CVS to enhance usage of Inverclyde Life as a platform for both workforce and communities through – training workforce, information stalls in staff areas.			
d) Support people to make better informed decisions about their health and social care needs by providing information about our services and those of our third sector colleagues - make effective use of <a href="#">Inverclyde Life</a> .  Aligns with strategic action: We will support people to self-manage the impact their health has on their life.	1. We will develop / maintain and deliver on the Planning Campaigns and Events calendar and work with local partners to support people with complex health conditions to live full and independent lives.  2. We will continue to make effective use of <a href="#">Inverclyde Life</a> and promote this portal across our staff groups. (also linked to objective c)			
e) Support the development of, create awareness, understanding and promote our strategic vision and strategic priorities.	1. We will work closer with networks, carers, service users, staff, locality planning groups, third sector organisations and community partners to ensure that we are working together on the strategic priorities. Acknowledging that we will tailor and adapt our approaches to suit different partners and population groups.			
f) Provide our stakeholders with the opportunity to share their views and ideas and to contribute to the planning and delivery of health and social care services (via our Locality Planning Groups).	1. We will promote Locality Planning Groups.  2. We will promote the Advisory Network via Your Voice – linking into the Locality Planning Groups.  3. We will design and develop the Strategic Priority groups linking into Locality Planning Groups.	Those with an interest in planning HSCP services. Those who. <ul style="list-style-type: none"><li>• Use HSCP services.</li><li>• care for people who use HSCP services,</li><li>• have lived experience of HSCP services</li><li>• have a passion for HSCP services,</li><li>• work in health and social care</li></ul>	Scott Bryan / Pam Robb – Strategic Services  Your Voice	
g) Uphold, promote and embed	1. We will ensure all staff are aware of	Workforce / Training Board		

approaches, standards and governance for effective communications by the HSCP as set out within the strategy.	<p>the objectives of integration and their roles in achieving these through verbal, written and electronic communication.</p> <p>2. We will source training / learning sessions on communication and engagement and the background to policy guidance and legislation.</p>	NHS (Planning with People)		
---	--	----------------------------	--	--

## Appendix 2: Key Policy Drivers and Guidance

### [Equality Act 2010](#)

This Act aims to prevent discrimination of nine protected characteristics. These are: age, disability, gender, gender reassignment, sexual orientation, marriage and civil partnership, pregnancy and maternity, race, and religion or belief.

### [Patient Rights \(Scotland\) Act 2011](#)

The Act sets out health care principles and a Charter of Patients' Rights. This includes allowing patients to participate as fully as possible in decisions relating to their health and wellbeing and have full access to the necessary information to do so. The Act provides a right to give feedback (both positive and negative), leave comments, or raise concerns or complaints about the health care they have received. The Act requires that Health Boards encourage, monitor and learn from the feedback and comments they receive.

### [National Health and Wellbeing Outcomes - National health and wellbeing outcomes framework - gov.scot](#)

Outcome 8 concentrates on engagement: 'People who work in health and social care services feel engaged with the work they do and are supported to continuously improve the information, support, care and treatment they provide'.



### [Community Empowerment \(Scotland\) Act: summary - gov.scot](#)

Part 10: Participation in public decision-making. A new regulation-making power enabling Ministers to require Scottish public authorities to promote and facilitate the participation of members of the public in the decisions and activities of the authority, including in the allocation of its resources. Involving people and communities in making decisions helps build community capacity and helps the public sector identify local needs and priorities and target budgets more effectively.

### [Carers \(Scotland\) Act 2016](#)

The Carers Act 2016 places a duty on local authorities and health boards to involve carers in planning the carer services they provide. Must 'take such steps as they consider appropriate' to involve carers and carer representatives in the planning and evaluation of services that support carers.

### [The Promise](#)

Scotland made a promise to care experienced children and young people. You will grow up loved, safe and respected and by 2030, that promise must be kept.



### [Independent Review of Adult Care in Scotland](#)

Carried out by Derek Feely in 2021, which sets out several recommendations for Social Care moving forward with user and carer involvement throughout. "Service design and delivery can only improve if people with lived experience are involved in the process. It is impossible to address inequality if the people who experience it are not in the room".

### [National Standards for Community Engagement | SCDC - We believe communities matter](#) The

National Standards for Community Engagement are good-practice principles designed to improve and guide the process of community engagement.

Community engagement is a way to build and sustain relationships between public services and community groups - helping them both to understand and act on the needs or issues that communities experience.

[Health and social care - Planning with People: community engagement and participation guidance - gov.scot](https://www.gov.scot/publications/planning-with-people/pages/introduction.aspx)

Planning with People guidance sets out the responsibilities NHS boards, local authorities and Integration Joint Boards must communicate when health and social care services are being planned, or when changes to services are being considered and supports them to involve people meaningfully.



**Appendix 3: Our Strategic Partnership Plan on a Page**

OUR VISION	<a href="#">“Inverclyde is a compassionate community, working together to ensure people live active, healthy, and fulfilling lives”</a>								
OUR APPROACH	<a href="#">Focusing resources where needed</a>		<a href="#">Person Centred/ Trauma Informed</a>		<a href="#">Empowering Communities</a>		<a href="#">Working in Partnership</a>		
Our Strategic Priorities and what we will do									
<a href="#">Provide Early Help and Intervention</a>		<a href="#">Improve Support for Mental Health, Wellbeing and Recovery</a>		<a href="#">Support Inclusive, Safe and Resilient Communities</a>		<a href="#">Strengthen Support to Families and Carers</a>			
<p>Improve early and timely access to our services.</p> <p>People with complex health conditions are supported to remain independent with good health and wellbeing.</p> <p>Help divert people away from harmful behaviours that impact on their health and wellbeing.</p> <p>Improve services for the community that build on the individual’s family and community strengths and assets whilst focusing on the impact of trauma and recovery focused provision.</p> <p>We will build capacity in our workforce to build intervention approaches for our people and families.</p>		<p>Support people to identify the signs of wellbeing concerns and how to address them.</p> <p>We will ensure that we will improve how we deliver person-centered support for people, focusing on transitions.</p> <p>Work with partners to improve mental health and well-being support for those experiencing inter-generational trauma, homelessness, care experienced and the justice system.</p> <p>Continue to strengthen inter and intra relationships with all HSCP services.</p> <p>Through reviewing our commissioning strategy, we will strengthen our intentions to focus on people who have more complex needs.</p>		<p>Our children and young people will be provided with effective care and support to keep them safe in their communities.</p> <p>Continue to welcome people new to Scotland.</p> <p>We will support people with less positive outcomes to live healthy, constructive, and purposeful lives within their community.</p> <p>We will work with our community to challenge the impact of stigma for people who have mental health and addictions.</p> <p>We will develop closer working relationships with local employability providers to improve access to work.</p>		<p>People will be at the heart of all decisions.</p> <p>In partnership we will provide services that support families and carers to keep family members at home.</p> <p>We will support the families and carers of people with less positive outcomes to live healthy, constructive, and purposeful lives within their community.</p> <p>We will provide support to people who can no longer remain in the family home, helping them to avoid homelessness.</p> <p>We will implement the outcome of the respite review to deliver different models of care.</p> <p>Our workforce will be trained in evidence-based models that help strengthen the capacity of families and carers.</p> <p>Building on the assets of families, we will identify support that are underpinned by the principles of the Self-directed Support (SDS) options.</p>			
OUR ENABLERS	<a href="#">Service Redesign</a>	<a href="#">Local People and Communities</a>	<a href="#">Our Workforce</a>	<a href="#">Local Partners</a>	<a href="#">Our Financial Plan</a>	<a href="#">Equality Outcomes Plan</a>	<a href="#">Commissioning Plan</a>	<a href="#">Housing Contribution Statement</a>	
OUR PERFORMANCE	Local Performance Measures		Local Outcomes Framework		National Integration Indicators		MSG Indicators		LGBF Indicators



**Appendix 4 – Events Calendar**

This will be a live document that will be updated to reflect new events.

## Communications and Media Opportunities 2025

Date	Project name/event	Description	Media opportunity (Display Screens, Twitter, Newsletter, Press release)	Deadline	Directorate / Service	Staff/Public/3 <sup>rd</sup> sector involved	Completed/ Outcome	Contact
<b>January 2025</b>								
January 2025	Dry January	Challenging you to go alcohol free for 31 days and aims to raise awareness of the effects of alcohol.	Display Screens, Tweets/Re-tweets  Opportunity for local awareness / promotion around this? – further discussions with the service to agree.		Mental Health, Addictions and Homeless (MHAH)			
January 2025	Mental Wellness Month	A month focusing on raising awareness about mental health and promoting strategies for maintaining mental well-being.	Display Screens, Tweets/Re-tweets  Opportunity for local awareness / promotion around this? – further discussions with the service to agree.		Mental Health, Addictions and Homeless (MHAH)/Health and Community Care (HCC) (HIT)			Margaret Watson (for staff) / Health Improvement Team (HIT)/ MH Katrina Phillips?
<b>February 2025</b>								
Feb	LGBT+ History Month	<a href="#">- LGBT+ History Month</a>	Display Screens, Tweets/Re-tweets					Equality Networks?
3 <sup>rd</sup> – 9 <sup>th</sup> Feb	Children's Mental Health Week	Raises awareness of the importance of children's mental health	Display Screens, Tweets/Re-tweets  Opportunity for local awareness / promotion around this? – further discussions with the service to agree.		Mental Health, Addictions and Homeless (MHAH)/Children's and Families (C&F) (CAMHS)			Lynn Smith / Emma Bisland / Molly Coyle?
4 <sup>th</sup> Feb	National World Cancer Day		Display Screens, Tweets/Re-tweets  #worldcancer day					
6 <sup>th</sup> Feb	Time to Talk	Encourage open conversations about mental health	Display Screens, Tweets/Re-tweets  Opportunity for local awareness / promotion around this? – further discussions with the service to		Mental Health, Addictions and Homeless (MHAH)	Your Voice / MH Network		Katrina Phillips

Date	Project name/event	Description	Media opportunity (Display Screens, Twitter, Newsletter, Press release)	Deadline	Directorate / Service	Staff/Public/3 <sup>rd</sup> sector involved	Completed/ Outcome	Contact
			agree.					
6 <sup>th</sup> Feb	Safer Internet Day	#SaferInternetDay and #SID2025 <a href="#">SID Homepage</a>	Display Screens, Tweets/Re-tweets  #SaferInternetDay and #SID2025  Opportunity for local awareness / promotion around this?		Children's and Families			Clare F/ C&F Teams / Lesley Ellis
20 <sup>th</sup> Feb	World Day of Social Justice	Highlights the importance of social justice in human rights. <a href="#">World Day of Social Justice   United Nations</a>	Display Screens, Tweets/Re-tweets					Equalities networks?
21 <sup>st</sup> Feb	Care Day	Care Day with the theme being Voices that Care	The Proud2Care flag gets flown above Municipal Buildings, and there will be social media presence throughout the day. (Jonathan is aware of this)					Lesley Ellis
<b>March 2025</b>								
8 <sup>th</sup> March	International Women's Day	<a href="#">International Women's Day 2025</a>	Display Screens, Tweets/Re-tweets  #IWD2025 #AccelerateAction					
March 2025	Prostate Cancer Awareness Month	<a href="https://prostatecanceruk.org/">https://prostatecanceruk.org/</a>	Display Screens, Tweets/Re-tweets		Health and Community Care (HCC) Nursing / HIT?			Health Improvement Team??
March 2025	Ovarian Cancer Awareness Month	<a href="https://www.targetovariancancer.org.uk/fundraising-your-community/march-ovarian-cancer-awareness-month">https://www.targetovariancancer.org.uk/fundraising-your-community/march-ovarian-cancer-awareness-month</a>	Display Screens, Tweets/Re-tweets		Health and Community Care (HCC) Nursing / HIT?			Health Improvement Team??
12 <sup>th</sup> March	National No Smoking Day	Help encourage as many smokers as possible to quit on No Smoking Day by organising your own	Display Screens, Tweets/Re-tweets  Opportunity for local awareness / promotion around this? – further discussions with the service to		Health and Community Care (HCC) HIT	British Heart Foundation ?		Health Improvement Team (Smoking cessation)

Date	Project name/event	Description	Media opportunity (Display Screens, Twitter, Newsletter, Press release)	Deadline	Directorate / Service	Staff/Public/3 <sup>rd</sup> sector involved	Completed/ Outcome	Contact
		event.  <a href="#">Smoking - BHF</a>	<a href="#">agree.</a>  Promote our own pages? Smoking cessation?					
16 <sup>th</sup> March	Young Carer's action Day	<a href="#">Young Carers Action Day</a>  Young Carers Action Day provides an opportunity for everyone to call for better support for young carers and young adult carers, and to bring about change.	Display Screens, Tweets/Re-tweets  Opportunity to promote locally Awareness campaign for young carers (who perhaps don't see themselves as a young carer)  <a href="#">Further discussions with the service to agree.</a>		Health and Community Care (HCC) / Children's and Families			Children's and Families (Alan Stevenson) Carers Network (Jacqueline Murray)
21 <sup>st</sup> March	World Down Syndrome Day	<a href="#">Home - World Down Syndrome Day</a>  Advocating for the rights of people with Down syndrome	Display Screens, Tweets/Re-tweets  Opportunity to promote independent living / supporting people to remain in the community?  <a href="#">Further discussions with the service to agree.</a>		Health and Community Care (HCC) / Learning Disability Team (LD)			Heather Simpson
<b>April 2025</b>								
April	Alcohol Awareness Month	Promotes public understanding of alcohol-related issues	Display Screens, Tweets/Re-tweets  Opportunity to raise awareness locally with the rise in Alcohol related deaths. <a href="#">Further discussions with the service to agree.</a>		Mental Health, Addictions and Homeless (MHAH)	Recovery Networks / Your Voice		ADP / ADRS / Health Improvement Team??
April	Stress Awareness Month	Increasing public awareness about both the causes and cures for our  modern stress epidemic.	Display Screens, Tweets/Re-tweets  Staff Comms/awareness – Margaret Watson emails / work?  Promotion of local services / signposting?		Mental Health, Addictions and Homeless (MHAH)/ Health and Community Care (HCC) (HIT)			Katrina Phillips/ Health Improvement Team??

Date	Project name/event	Description	Media opportunity (Display Screens, Twitter, Newsletter, Press release)	Deadline	Directorate / Service	Staff/Public/3 <sup>rd</sup> sector involved	Completed/ Outcome	Contact
April (2 <sup>nd</sup> Friday of month TBC)	Day of Silence (for LGBTQ+ Youth)	Raises awareness of the silencing effect of anti-LGBTQ+ bullying.	Display Screens, Tweets/Re-tweets		Equalities Peer Network Group	CVS / Your Voice / CLD		Equalities Networks?
April	Bowel Cancer Awareness Month		Display Screens, Tweets/Re-tweets		Health and Community Care (HCC) HIT / Nursing			Health Improvement Team?? / Community Nursing??
2 <sup>nd</sup> – 8 <sup>th</sup> April	Autism Awareness Week		Display Screens, Tweets/Re-tweets  Further discussions with the service to agree.		Health and Community Care (HCC) / Learning Disability team			Heather Simpson
<b>May 2025</b>								
5 <sup>th</sup> – 11 <sup>th</sup> May	Deaf Awareness Week	<a href="#">Deaf Awareness Week 2023 – British Deaf Association</a>	Display Screens, Twitter, Re-tweets  Further discussions with the service to agree.		Health and Community Care (HCC)	Your Voice / CVS		Sensory impairment team?
6 <sup>th</sup> May	National Nurses Day		Display Screens, Tweets/Re-tweets  Opportunity for nursing promotion / good news from Care Opinion? Further discussions with the service to agree.		Health and Community Care (HCC)			Laura Moore / Linda Peattie
12 <sup>th</sup> May	International Nursing Day	A day to celebrate nurses and showcase key stories from our nursing workforce.	Display Screens, Tweets/Re-tweets  Opportunity for nursing promotion / good news from Care Opinion?  Further discussions with the service to agree.		Health and Community Care (HCC)			Laura Moore / Linda Peattie
10 <sup>th</sup> – 16 <sup>th</sup> May or 12 <sup>th</sup> –	Mental Health Awareness Week	Encourages learning and understanding more about mental	Display Screens, Tweets/Re-tweets #MentalHealthAwarenessWeek		Mental Health, Addictions and Homeless	Your Voice MH Network		Katrina Phillips / Maxine Ward / Health

Date	Project name/event	Description	Media opportunity (Display Screens, Twitter, Newsletter, Press release)	Deadline	Directorate / Service	Staff/Public/3 <sup>rd</sup> sector involved	Completed/ Outcome	Contact
18 <sup>th</sup> (TBC)		health	Further discussions with the service to agree.		(MHAH) / HIT			Improvement Team
TBC	Gourock Highland Games		Display Screens, Tweets/Re-tweets					

## June 2025

2 <sup>nd</sup> – 30 <sup>th</sup> June	Beyond Pain local campaign (in partnership with <a href="#">Flippin' Pain</a> )	An HSCP-led local campaign targeting public and service providers to increase understanding of chronic/persistent pain	Leaflets, posters (distributed by a range of partners)  Display Screens; Display boards  Social media via Council, HSCP and partners  Face to face sessions to follow later in the year.		Maximising Independence	Pharmacy; Health Improvement; RES; OT; ADRS; GPs. Libraries. CLWs; Your Voice; Versus Arthritis		Ann Murray
2 <sup>nd</sup> – 6 <sup>th</sup> June	Volunteers Week	<a href="#">What is Volunteers' Week? – Volunteers' Week</a>	Display Screens, Tweets/Re-tweets  Opportunity to thank our volunteers – SPG/Advisory Networks/LPGs/ #Volunteers Week <a href="#">Volunteers' Week – Volunteers' Week is a chance to say thank you for the fantastic contribution volunteers make.</a>		Health and Community Care (HCC)	Your Voice / Third Sector		Your Voice?  Need further discussions.
31 <sup>st</sup> May – 6 <sup>th</sup> June	Dementia Awareness Week Scotland	Alzheimer Scotland  <a href="https://www.alzscot.org/news/dementia-awareness-week-2020">https://www.alzscot.org/news/dementia-awareness-week-2020</a>	Display Screens, Tweets/Re-tweets  Further discussions with the service to agree.		Mental Health, Addictions and Homeless (MHAH)			OPMHT
9 <sup>th</sup> - 15 <sup>th</sup> June 2025	Men's Health Week	Raise awareness of preventable health issues and encourage	Display Screens, Tweets/Re-tweets  Local men's health clinics?		Health and			Laura Moore / Linda Peattie

Date	Project name/event	Description	Media opportunity (Display Screens, Twitter, Newsletter, Press release)	Deadline	Directorate / Service	Staff/Public/3 <sup>rd</sup> sector involved	Completed/ Outcome	Contact
		men and boys to seek professional advice for health-related problems.	Further discussions with the service to agree.		Community Care (HCC)			
9 <sup>th</sup> – 15 <sup>th</sup> June	Carers Week	Carers Gateway <a href="#">Carers Gateway   Information, support and advice for carers of all ages.</a>	Display Screens, Tweets/Re-tweets  Good news story  Need further discussions via the Carers Strategy group as this may coincide with the publication of the Carers Strategy		Health and Community Care (HCC)	Carers Gateway / Your Voice		Heather Simpson/Helen Morley/Carers Network
20 <sup>th</sup> June	World Refugee Day		Display Screens, Tweets/Re-tweets  Further discussions with the service to agree.		Health and Community Care (HCC) / Mental Health, Addictions and Homeless (MHAH)	Your Voice		Joanne Reekie / New to Scotland Team
26 <sup>th</sup> June	World Drug Day	Raises awareness of drug addiction and recovery	Display Screens, Tweets/Re-tweets  Further discussions with the service to agree.		Mental Health, Addictions and Homeless (MHAH)			Health Improvement Team?
TBC	Comet Festival		Display Screens, Re-tweets <i>Adoption Recruitment Opportunity</i>					
21-27 June	Learning Disability Week		Display Screens, Tweets/Re-tweets Further discussions with the service to agree.		Health and Community Care (HCC)			Heather Simpson
<b>July 2025</b>								
T.B.C	Alcohol awareness week	A chance to get thinking about drinking. It's a week of awareness-raising, campaigning for change, and more.	Display Screens, Tweets/Re-tweets  What can we do?  Further discussions with the service to agree.		Mental Health, Addictions and Homeless (MHAH)			Health Improvement Team
<b>August 2025</b>								
1 <sup>st</sup> – 7 <sup>th</sup>	Breastfeeding	A campaign aims to	Display Screens, Tweets/Re-tweets		C&F / Health			Catriona

Date	Project name/event	Description	Media opportunity (Display Screens, Twitter, Newsletter, Press release)	Deadline	Directorate / Service	Staff/Public/3 <sup>rd</sup> sector involved	Completed/ Outcome	Contact
August 2025	Awareness Week	inform, anchor, engage and galvanise action on breastfeeding and related issues.	Opportunity to make a good news story. Signpost to web pages. <b>Further discussions with the service to agree.</b>		and Community Care (HCC) (HIT)			MacLean
31 <sup>st</sup> August	International Overdose Awareness Day	Focuses on preventing drug overdose deaths	Display Screens, Tweets/Re-tweets Opportunity to do some info/awareness raising around naloxone training? Work with recovery networks. <b>Further discussions with the service to agree.</b>		Mental Health, Addictions and Homeless (MHAH)			Susan Crawford/ADRS /ADP / Health Improvement Team
<b>September 2025</b>								
TBC	Blood Pressure – Know your Numbers		Display Screens, Tweets/Re-tweets  Opportunity for joint working re Maximising independence, managing LTC <b>Further discussions with the service to agree.</b>		Health and Community Care (HCC)			Health Improvement Team / Ann Murray / CTAC
TBC	Doors Open Day		Display Screens, Tweets/Re-tweets					Corporate Comms
10 <sup>th</sup> Sept	World Suicide Prevention Day	We want to show everyone that talking about difficult feelings, including suicidal thoughts, doesn't have to be scary <a href="#">World Suicide Prevention Day   Campaigns   Samaritans</a>	Display Screens, Tweets/Re-tweets  Opportunity to raise profile of suicide prevention training? Promote suicide prevention web page? <b>Further discussions with the service to agree.</b>  #WorldSuicidePreventionDay, WSPD, #WSPD2025		Mental Health, Addictions and Homeless (MHAH)	SAMH?		Health Improvement Team
24th Sept	World's Biggest Coffee Morning	<a href="http://www.macmillan.org.uk/coffee">www.macmillan.org.uk/coffee</a>	Tweets/Re-tweets #MacmillanCoffeeMorning					
<b>October 2025</b>								
October	Sober October		Display Screens, Tweets/Re-tweets, Staff Comms		Mental Health, Addictions and			Health Improvement

Date	Project name/event	Description	Media opportunity (Display Screens, Twitter, Newsletter, Press release)	Deadline	Directorate / Service	Staff/Public/3 <sup>rd</sup> sector involved	Completed/ Outcome	Contact
					Homeless (MHAH)			Team / ADP?
October 2025	Stoptober	<a href="#">Quit smoking - Better Health - NHS</a>	Display Screens, Tweets/Re-tweets Local opportunity for good new story #Stoptober		Health and Community Care (HCC)			Health Improvement Team
October 2025	Breast Cancer Awareness month	<a href="http://www.breastcancercare.org.uk">www.breastcancercare.org.uk</a>	Display Screens, Tweets/Re-tweets #BreastCancerAwarenessMonth					Health Improvement Team
October 2025	Seasonal Flu Campaign Begins		Display Screens, Tweets/Re-tweets Staff Comms		Health and Community Care (HCC)			
TBC	Staff Awards		Staff Comms					Angela Rainey
7 <sup>th</sup> – 11 <sup>th</sup> October	Back Care Awareness Week	Raise awareness of the problems back pain can cause, as well as prevention and treatments	Staff Comms, Display Screens, Tweets/Re-tweets  Opportunity to do fitness clinics via staff at ICIL and MSK physios?  Further discussions with the service to agree.		Health and Community Care (HCC)			AnnMarie Reid/MSK physio for PCIP??
10 <sup>th</sup> October	World Mental Health Day	<a href="http://www.wfmh.org">www.wfmh.org</a>	Display Screens, Tweets/Re-tweets  Further discussions with the service to agree.		Mental Health, Addictions and Homeless (MHAH)			
10 <sup>th</sup> October	World Homeless Day	<a href="#">World Homeless Day 10th of October</a>	Display Screens, Tweets/Re-tweets Opportunity of good news story locally? Further discussions with the service to agree. #WorldHomelessDay		Mental Health, Addictions and Homeless (MHAH)			Lesley Cockburn / Maxine Ward
18 <sup>th</sup> October	World Menopause Day	Raising awareness for women who are feeling lost and going through Menopause and need support	Staff Comms, Display Screens, Tweets/Re-tweets					



Date	Project name/event	Description	Media opportunity (Display Screens, Twitter, Newsletter, Press release)	Deadline	Directorate / Service	Staff/Public/3 <sup>rd</sup> sector involved	Completed/ Outcome	Contact
<b>November 2025</b>								
TBC Nov	Alcohol Awareness Week	<a href="http://www.alcoholconcern.org.uk/campaign/alcohol-awareness-week">www.alcoholconcern.org.uk/campaign/alcohol-awareness-week</a>	Display Screens, Tweets/Re-tweets Further discussions with the service to agree.		Mental Health, Addictions and Homeless (MHAH)			Health Improvement Team
Nov 2025	World Movember Month	<a href="http://www.movember.com">www.movember.com</a> Aims to raise vital funds and awareness for men's health	Tweets/Re-tweets #Movember					
9 <sup>th</sup> Nov	World Adoption Day	<a href="#">World Adoption Day</a>	Display Screens, Tweets/Re-tweets  Opportunity of good news story locally? Fostering/adoption campaign? Further discussions with the service to agree.		Children's and Families			Molly? Joan? Emma?
14 <sup>th</sup> Nov	National Diabetes Day	<a href="#">National Diabetes Month 2025 - Awareness Days Events Calendar 2025</a>	Display Screens, Tweets/Re-tweets Opportunity to discuss living with LTC / tie in with maximising independence/CTAC  #WDD		Health and Community Care (HCC)			Ann Murray / Health Improvement Team / Doreen & team (ICIL)
20 <sup>th</sup> Nov	World Children's Day	<a href="#">World Children's Day   UNICEF</a>	Caroline normally has events or online communication as the Children's Rights Officer.		Children and Families			Caroline McCahill / Lesley Ellis
<b>December 2025</b>								
Dec 2025	Drink Safe Festive Campaign		Display Screens, Tweets/Re-tweets, Staff Comms					Health Improvement Team
10 <sup>th</sup> Dec	Human Rights Day	<a href="#">Human Rights Day   United Nations</a>	Display Screens, Tweets/Re-tweets Staff Comms  #HumanRightsDay		Equality Networks			Equalities networks
11 <sup>th</sup> Dec	Christmas Jumper Day	Save the children campaign	Tweets/Re-tweets, Posters around HSCP for staff, Staff Comms Local campaign Raise profile of C&F #ChristmasJumperDay		Children's and Families			Children's and Families

Appendix 5: The National Standards for Community Engagement

[National Standards for Community Engagement | SCDC - We believe communities matter](#)



## **Appendix 6: Corporate Branding**

### **Using the logo – guidance for staff**

The aim of the Health and Social Care Partnership (HSCP) is to promote the health and well-being of everyone living in Inverclyde and provide effective and efficient health and social care services.

### **Why have a corporate identity?**

The Communications and Engagement Strategy (2025-27) offers the chance to create an overall corporate identity so that it is clear what the HSCP does. A consistent visual and textual approach across public facing materials will support patient experience.

### **When to use the HSCP logo**

- On any communication undertaken by the HSCP.
- Alongside any logo or corporate identity used by the HSCP.
- Consistent use of the logo helps to promote recognition and recall of the service to patients.

### **Where to use the logo**

- Printed material (e.g. leaflets, posters, presentations, documents, strategies, reports, policies, procedures, publications).
- Correspondence (e.g. letters).
- Webpages and those webpages of our commissioned partners where they are providing a service for the HSCP.
- Signage – i.e. wherever the name or logo of the organisation also appears.
- Any other appropriate communications tools (e.g. advertising etc)

## **Appendix 7 - Glossary of terms**

### **Advocacy Services**

Organisations or groups that ensure that people can have their voice heard on issues that are important to them.

### **Carers**

People who look after, unpaid, a friend or family member who due to illness or disability cannot cope without their support.

### **Children and Young People Act, 2014**

A law that strengthens children's rights and helps improve the services that support children and families.

### **Community (of place)**

A group of people bound together by a shared geographical boundary to live, work or spend time. e.g., a town and village.

### **Community (of interest)**

A group of people that share a common interest, passion or experience. e.g., LGBTQ+, and women.

### **Community (of identity)**

A group of people defined by how they are identified by themselves or by society. e.g., sports and hobbies clubs.

### **Community Based Support Networks**

A range of organisations and people in a community that can provide support.

### **Community Engagement**

A working relationship between one or more public body and one or more community group, to help them both to understand and act on the needs or issues that the community experiences.

### **Community Empowerment (Scotland) Act, 2015**

A law which helps communities having greater influence or control over things that matter to them. Including the extension of the community right to buy or otherwise have greater control over assets.

### **Community Planning Partnership**

Is a group of organisations that collaborate with local communities to design and deliver better public services, making sure that they meet the needs of local people.

### **Future Care Plan**

Planning care allows you to be in control and lets others know what is important to you. This means we can all work together to make treatment plans that are unique to you and respect your wishes.

**Hard To Reach Groups**

Group of people who use public services and who are less likely to be involved by professionals and decision-makers.

**Health Board**

A group of people that is responsible for the protection and the improvement of their population's health and for the delivery of frontline healthcare services.

**Health and Social Care Partnership**

NHS GGC and the Inverclyde Council working together to provide health and care services. Health and Social Care Integration is the steps taken to join up those services.

**Health Inequalities**

Means the differences in health status or in the distribution of health determinants between different population groups.

**Independent Sector**

Organisations which are private companies or social enterprises that are not NHS or local council.

**Integration Joint Board (IJB)**

A committee of people from who have overall responsibility for the planning and delivery of community health and social work / social care services.

**Inverclyde Life**

[Inverclyde Life](#) a portal to community activities and service in Inverclyde.

**Legislation**

A law or set of laws, such as an Act, suggested by a government and made official by a parliament, e.g. Scottish Parliament, UK Parliament.

**Locality**

Is a way of planning health and social care services with smaller areas within Inverclyde.

**Locality Planning Group**

A committee of people including residents, representing the interests of the local community and staff within an area.

**National Outcomes**

Are priorities that the Government wants to achieve over the next ten years.

**National Standard for Community Engagement**

Are good practice principles designed to support and inform community engagement and improve what happens as a result.

**Power of Attorney**

A legal document that lets you appoint one or more people (known as 'attorneys') to help you make decisions or to make decisions on your behalf.

**Public Bodies (Joint Working) (Scotland) Act, 2014**

A law which helps to bring together NHS and local council care services under one partnership.

**Self-Directed Support Act, 2013**

A law which helps to give people more control over the range of options on how their social care is delivered, which best meets their needs.

**Social media**

Different types of electronic communication, websites / forums for social networking, to share information, ideas and personal messages.

**Stakeholder**

A person, group or organisation that has interest or concern in HSCP services.

**Strategic Planning Group**

A committee that will provide stakeholder advice to the Integration Joint Board (IJB) for any plans and programmes related to the delivery of community health and social work/social care services.

**Third Sector**

The voluntary sector, organisations which are not run for private profit, or by government.

**Third Sector Interface.**

An organisation that represent voluntary sector, organisations which are not run for private profit or by government.

**Social Isolation**

Is a term used to describe the state of people having minimal contact with other people, such as family, friends or the wider community.

**Strategic (Partnership) Plan**

A planning document that sets out our needs, priorities and where our resources should be allocated including budget, staff and other resources.