



Together – we care

We want to simplify how you can access health and social care in Haringey and Islington

Haringey and Islington Partnership – An Opportunity

- Our partnership is unique so we should seek to build a distinctive local identity.
- All partners are committed to finding sustainable solutions to address economic and social inequalities, maximise our collective expertise and skills and value our workforce.
- It's easy to describe the deficits. Now, we need to emphasise our many shared assets – clinical expertise, innovation in social care, creative approaches to economic growth, and more.
- Developing a strategic communication plan provides a vehicle to engage our stakeholders and to articulate how the partnership will add value.
- Partnership allows us to have conversations about health and social care, that are relevant to this part of London – focusing on a locally devolved system.

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For a long time, people have been asking for better local care. Care that's joined up. Care that's closer to home. Care that actually helps people get back to living their lives.

Why hasn't it happened yet?

Well, it's a massive challenge and an opportunity to get everyone, from GPs to nurses, social workers to volunteers, and even patients and residents themselves, changing the way people and professionals think, work and act. It means rethinking the way care funding is spent. It requires nothing less than a whole social movement.

We have started to operate in new and better ways – but now we need to get everyone involved in making change happen



High quality and accessible care for those who need it
Improving efficiency and coordination of care across GPs, hospitals and social care for families, people with long term conditions, frailty and mental health problems.



Supporting independence and avoiding crisis
Offering integrated support for people when they leave hospital and when they are at risk of going into residential care or needing hospital care.



Coordinating care
Linking with communities on how we improve health and wellbeing. Building teams of GPs, 'care navigators', community groups, nurses, pharmacists and others to support people who are vulnerable.

Why Now?

- Haringey and Islington Wellbeing Partnership has potential to secure a whole system change - economic and social wellbeing for local people.
- However, there is a risk that 'top down' pressure on the local NHS - to rapidly adopt new models of care – could divert us from creating a bespoke local model.
- National language (ACS/ACO, New models of care)– is almost meaningless to local people and some staff. Evidence (Nottinghamshire, Wakefield, GM healthier Together) that local ownership from staff, clinicians, political leaders and local people is key to improving outcomes.
- This is the right time to work together to identify and create a health and social care system designed and owned by local partners.
- Communication and engagement is a tool to help all stakeholders own and understand new approaches.

Communication Plan

- Developing the plan will be part of the overall engagement with the partnership. The plan will aim to:
- Take the opportunity to build on the local engagement and communication that partners have already undertaken - not start from scratch.
- Be implemented by stakeholders. It's essential that clinicians, care providers, staff and local people – have opportunities to shape and test the messages.
- Be specific to Haringey and Islington, and about our local system
- Allow each partner to bring experience and knowledge to the development of the plan. Leadership can be delegated amongst ourselves.

What's in it for me?

- We need to be able to clearly articulate what the potential benefits are for different stakeholders.
- If we do not articulate the benefits for our audiences, it will be difficult to engage and energise people.
- Benefits need to be articulated in clear plain English; avoiding jargon.
- Messages need to be realistic and real - about local people being listened to by clinicians and able to make decisions about their care.

Now...



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