



Engagement Toolkit & Community Development Performance Management

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Background to CDHN



- Community Development approaches to ending Health inequalities
- Membership organisation
- Almost 2000 contacts and around 400 signed up members
- Networking
- Information gathering and sharing
- Policy and advocacy
- Best practice through BCPP and Pathways to Health

Social Model of health



“It’s a curious model that would define a woman’s problem as being that she smokes, when she lives in damp, overcrowded accommodation on a low income and is depressed, single and expecting twins to a man married to someone else”

Spencer et al 1989

What are health inequalities?



"The dramatic differences in health between and within countries. These occur along a number of different axes, socioeconomic, gender, ethnicity, age.

Also there is a pervasive gradient which shows that the lower a person's social position the worse their health. There is both a wide gap in health of rich and poor and a social gradient that runs from top to bottom of the social scale (or right across society). These differences are the result of systematic differences in what are known as the social determinants of health and tackling health inequalities is about developing interventions which will narrow these differentials.'

World Health Organisation's Commission on the Social Determinants of Health, Final Report, 2008,

Engagement and Performance Management?



"People do not choose ill health. Many people die prematurely every year in Northern Ireland due to preventable illness, and this is particularly prevalent in deprived areas. It is an unfortunate fact that health and wellbeing is influenced by our social circumstances and environment.

"I believe that by bringing together expertise and working more closely in partnership with each other, we have a real opportunity to tackle major health challenges that affect our communities, like drug misuse, alcohol and obesity"

Michael McGimpsey Minister for Health June 2010

Engagement and Performance Management?



- Value for money
- Accountability
- Better outcomes
- Patient client Council (PCC)
- Patient and Public Involvement (PPI)
- Community Development values, principles and processes

Engagement Toolkit for Commissioners



*CITIZENS - PARTNERS OR PROBLEMS?
NO. 1 IN A SERIES PROVIDED BY COMMUNITY DEVELOPMENT SERVICES LTD. FARNHAM, UK.*

LCG functions

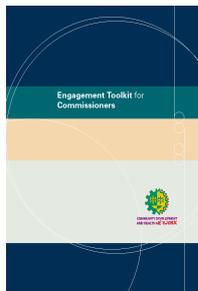


- Delegated authority to commission services
- Planning procurement and performance management
- Assessing needs
- Capacity building
- Stakeholder involvement
- Delivery of services
- Develop and reform services

Engagement Toolkit for Commissioners



- The DHSSPS asked CDHN to develop this toolkit because of its proven expertise in the area of community development and health.
- **Aim of this toolkit**
 - Provide guidance for commissioners on how to ensure that users, carers and communities get fully involved in the new devolved commissioning.
 - Engagement process is built on real partnerships, where users, carers and communities begin to have 'citizen control'.
 - Suggests concrete ways of making consultation processes as effective and meaningful as possible.



What does the toolkit do?



- “a collection of information, resources, and advice for a specific subject area or activity”
- Explains, guides, poses critical questions
- What is engagement?
- The commissioning process
- Planning the engagement
- Methods of engagement
- Further reading

Key messages



- Cycles of commissioning and engagement
- Values base
- Plan with thoughtfulness and clarity
- Always close the loop
- Demonstrate the changes
- Accept the challenges
- Be self aware and analytical
- Measure the success

What does it not do?



- Give you all the answers
- Define specific processes
- Describe all of the methods
- Contain performance management or measures of success



How can it be used?

- Information and guidance
- Critical reflection
- Development of a process, framework, strategy
- Next steps.....



Community Development Performance Management Framework





Benefits of the Community Development Approach

- Innovation and leadership in tackling health inequalities
- Identification of key health inequality problems and development of creative solutions
- Link excluded individuals, groups and communities and help to develop social capital and community ownership
- Link HPSS organisations and the community and voluntary sector
- Leverage funding
- Identify, develop and support large numbers of volunteers.



Purpose of the Framework

- Systematically develop community development approaches
- Ensure a realistic development route
- Measure progress on mainstreaming community development approaches
- Incorporate community development into performance management arrangements.

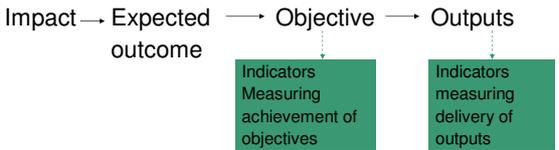


Strategic Leadership

- The Framework places responsibility for this work at the highest level - the Management Board
- It relies on strategic leadership from Executive and Non-Executive Directors who need to think of it as part of their key business
- Responsibility for implementing the Framework should lie at this level



How it was constructed



Elements of the Framework



Seven Outcome Areas:

- Leadership & Corporate Commitment;
- User Involvement & Community Engagement in Service Planning, Commissioning & Provision;
- Tackling Inequalities in Health and Wellbeing;
- Workforce;
- Partnership
- Finance and Procurement
- Information Communications Technology

User Involvement and Community Engagement in Service Planning, Commissioning and Provision



Expected Outcome

The organisation ensures that users and communities are meaningfully engaged in service planning, commissioning and provision.

Objective

The organisation can set out how diverse and changing local communities are involved in:

- Baseline assessment of need;
- Policy development;
- Planning of services and the commissioning process;
- Reviews of provision of services.

The organisation can set objectives on ensuring that users and communities are meaningfully engaged in service planning, commissioning and provision for managers and teams and reviews them regularly.

There is full engagement with communities – equal partnerships, fully supported and (long-term) resourced – where users and communities are integral to planning, commissioning and service provision.

Managing performance across all the work of the organisation



If these objectives are fully implemented:

- Each area of work reports on how it involves communities, users and carers in its work;
- Each area of work sets targets for increasing this involvement;
- The organisation fulfils the duty of engagement requirements and ensures best practice on user and community involvement; and
- The organisation makes it more likely that key health inequalities will be successfully tackled.



How is it being used?

- Community Development Managers
- Effects of RPA
- Community Development across HSC family
- Link to Personal and Public Involvement?
- Commissioning?
- Any organisation working to community development principles



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