COMMUNICATION AND ENGAGEMENT PLAN FOR DUMFRIES AND GALLOWAY’S IJB: EQUALITY OUTCOMES

SEPTEMBER 2016 – MARCH 2017

Document development and version control

<table>
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<tr>
<th>Date</th>
<th>Version</th>
<th>Circulation List</th>
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<td>Approved by the Health &amp; Social Care Senior Management Team</td>
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<td>31.10.16</td>
<td>Vs 8</td>
<td>Integration Joint Board</td>
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1. **Context**

It is critical that the Integrated Joint Board (IJB) for Dumfries and Galloway, work to protect the diversity and equality of opportunity for all members of the population. This Communication and Engagement Plan sets out how members of the community with one or more of the nine protected characteristics will be engaged and consulted on the review and development of the IJB’s Equality Outcomes.

2. **Aims**

The aim of this Communication and Engagement Plan is to lay out co-ordinated and planned activities that will ensure an optimal level of engagement. As many people as possible should be offered the opportunity to engage with the review of the existing equality outcomes and take part in the development of the new outcomes for the next four years. With particular targeted attention to the following protected groups in our population:

- Age
- Disability
- Gender (Sex)
- Transgender Identity
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or Belief
- Sexual Orientation

The engagement programme identifies the activities that will take place to ensure everyone has an opportunity to have their views heard.

The programme has been aligned to the National Standards for Community Engagement and the supporting Remote and Rural Advice note, as well as being reported through the online community engagement planning tool VOICE.

Wherever possible engagement activities will link into existing planned events and will be undertaken in collaboration with key stakeholders across the region.

Funding to support the activities outlined in the following programme is essential to ensure that meaningful and expansive engagement can take place in a genuine approach to reach out to groups and representatives from all nine of the protected characteristics.

Costs projected in Appendix 3 are based on enquiries that have taken place and actual costs shared from the learning of the communication and engagement programme around the draft of the strategic plan for health and social care.
3. Rationale

<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>Reasoning</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Public</td>
<td>People should be given opportunities to be engaged and involved in helping to develop and shape the solutions to the diverse needs of their communities.</td>
</tr>
<tr>
<td>Partnership</td>
<td>Working in partnership will maximise the effectiveness of available resources.</td>
</tr>
<tr>
<td>People who access services in particular those from the nine protected characteristics</td>
<td>The people who use health and care services will be effectively and meaningfully engaged and involved in discussions on the existing and new equality outcomes</td>
</tr>
<tr>
<td>Staff and volunteers</td>
<td>Staff and volunteers across the partnership will be informed and engaged on the development of the equality outcomes to ensure services are deliverable</td>
</tr>
</tbody>
</table>

4. Objectives

a) Ensure that staff, partners, community groups, and individuals have access to the review of the existing IJB Equality Outcomes

b) Ensure that staff, partners, community groups, and individuals have an opportunity to participate and engage in shaping the new draft IJB Equality Outcomes

c) Ensure that this Communication and Engagement Action Plan adheres to the National Standards for Community Engagement, including the remote & rural advice note and protects the diversity of members under the nine characteristics

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Author: L Hyland
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5. Methods of Communication
   - Representatives of the Community Planning Equality & Diversity Working Group
   - Representatives of the Equality & Diversity Steering Group
   - Cascading of information through wider organisations and groups networks
   - Media Coverage
   - Equality and Diversity information is available on the DG Change website
   - NHS and Council Intranet Page and stakeholder websites
   - Highlight reports, newsletters, bulletins and briefings, presentations
   - Translation
   - Sensory impairment support
   - Transport & travel expenses provision
   - Accessible buildings
   - Crèche or expenses provision
   - Carers support provision

6. Methods of Engagement
   - Focus groups
   - Information stands at wider stakeholder events
   - Media and film productionDrop in events in each locality
   - Team and group written briefings and verbal updates
   - Questionnaires – paper and online
   - Linking into annual existing campaigns that highlight various areas of equality and diversity matters
# Programme of Engagement Action Plan Sept 2016- March 2017

## How

<table>
<thead>
<tr>
<th>Information and Awareness Raising</th>
<th>Circulation of the consultation document and online links</th>
<th>Lead</th>
<th>Log / Timescales</th>
<th>Updates</th>
</tr>
</thead>
</table>
| a) Ensure that staff, partners, community groups, and individuals have access to the review of the existing IJB Equality Outcomes | • Stakeholder leads  
• Staff and Workforce Representatives  
• Locality leads  
• PHPs  
• Service managers  
• Elected Members  
• Strategic Commissioners  
• Local groups pertaining to the nine protected characteristics  
• Equality Leads  
• Communication teams | Jan 17 – Feb 17 |

## Action

| Facilitation and Engagement | Engage localities to attend existing events / forums / conferences etc  
| Drop ins  
| 4 x Locality Events  
| Provide a range of information/publicity material  
| ○ Engagement posters | Lead | Log / Timescales | Updates |
|---------------------------|--------------------------------------------------------|------|-----------------|---------|
| b) Ensure that staff, partners, community groups, and individuals have an opportunity to participate and engage in shaping the new draft IJB Equality Outcomes | • Stakeholder leads  
• Staff and Workforce Representatives  
• Locality leads  
• PHPs  
• Service managers  
• Elected Members  
• Strategic Commissioners  
• Local groups pertaining to the nine protected characteristics  
• Equality Leads | Sept 16 – Feb 17 |
<table>
<thead>
<tr>
<th>Media</th>
<th>Linking with community groups and members representing the nine protected characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Leaflets</td>
<td>• Equality Leads</td>
</tr>
<tr>
<td>• Communication teams</td>
<td>• Staff and Workforce Representatives</td>
</tr>
<tr>
<td>• Key stakeholders Comm’s teams</td>
<td>• Third Sector Interface</td>
</tr>
<tr>
<td>• Staff and Workforce Representatives</td>
<td>• Locality Leads</td>
</tr>
<tr>
<td>• Equality Leads</td>
<td>• Building Healthy Communities</td>
</tr>
<tr>
<td>• Locality leads</td>
<td>• Public Health</td>
</tr>
<tr>
<td>• PHPs</td>
<td>• LGBT Plus</td>
</tr>
<tr>
<td>• Service managers</td>
<td>• LGBT Youth Scotland</td>
</tr>
<tr>
<td>• Elected Members</td>
<td>• Scottish Transgender Alliance</td>
</tr>
<tr>
<td>• Strategic Commissioners</td>
<td>• DGMA</td>
</tr>
<tr>
<td>• Issue regular press release promoting events</td>
<td>• Interfaith Group</td>
</tr>
<tr>
<td>• HIPPO / Council Intranet Page Flash Ad</td>
<td>• Disability Scotland</td>
</tr>
<tr>
<td>• Information on Integration webpage</td>
<td>• Disability Scotland</td>
</tr>
<tr>
<td>• Information on key stakeholders websites</td>
<td>• Alzheimer Scotland</td>
</tr>
<tr>
<td>• Record impact of media coverage</td>
<td></td>
</tr>
<tr>
<td>• Measure traffic on Integration webpage</td>
<td></td>
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<tr>
<td>• Oct 16 - Feb 17</td>
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| Communication & Engagement | Review approach against National Standards using VOICE  
  o Involvement  
  o Support  
  o Planning  
  o Methods  
  o Working Together  
  o Sharing Information  
  o Working with others  
  o Improvement | Equality Leads  
  Third Sector Interface  
  Communication teams |
|---|---|---|
| Feedback | Through the CP Equality & Diversity Group and the Equality & Diversity Steering Group  
HIPPO / Council Intranet Page  
Flash Ad  
Information on Integration web | Engagement partners  
Key stakeholders Comm’s teams  
Equality Leads | Feb 17 – April 17 |
| Monitoring and Evaluation | Using the demographics form with additions | • Engagement partners  
• Key stakeholders Comm’s teams  
• Equality Leads | Jan 17 – Mar 17 |
|--------------------------|------------------------------------------|-------------------------------------------------|-----------|
| Final Circulation        | Circulate final working draft document   | • Equality Leads  
• Third Sector Interface  
• Locality Leads  
• Building Healthy Communities  
• Public Health  
• LGBT Plus  
• LGBT Youth Scotland  
• Scottish Transgender Alliance  
• DGMA  
• Interfaith Group  
• Disability Scotland  
• Alzheimer Scotland  
• Midwives and maternity  
• Community nursing  
• Primary Care  
• Older People’s Consultative Group  
• Marriages & Civil partnerships registrars  
• CP Equality & Diversity Working Group  
• Equality & Diversity Steering Group |
For further information about the communication and engagement activities for the IJB Equality Outcomes please contact the Dumfries and Galloway Equality Leads on:

- Equality Lead for Integration – Lorrain Hyland lh@nhs.net 01387 220020
- Equality Lead for NHS Dumfries and Galloway Workforce and Development – Lynsey Fitzpatrick Lynsey.Fitzpatrick@nhs.net 01387 244030
- Policy and Performance Advisor for Dumfries and Galloway Council – Melinda Dolan Melinda.Dolan@dumgal.gov.uk 07712 666 903

Or visit the IJB Equality and Diversity Pages:

http://www.dg-change.org.uk/equality-and-diversity
## Appendix 1

### IJB Equality Outcomes Engagement Timeline

<table>
<thead>
<tr>
<th>Planning &amp; Engagement</th>
<th>Responsible Lead</th>
<th>Month / Week commencing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>August</td>
</tr>
<tr>
<td>1 Meet with key stakeholders to plan engagement approach</td>
<td>L Fitzpatrick, M Dolan &amp; L Hyland</td>
<td>X</td>
</tr>
<tr>
<td>2 Update all engagement activity on VOICE</td>
<td>L Hyland</td>
<td>X</td>
</tr>
<tr>
<td>3 Meet with 9 P.C groups and their representatives</td>
<td>Equality Leads &amp; Third Sector Interface, BHC</td>
<td>X</td>
</tr>
<tr>
<td>4 Create resources for the engagement activities</td>
<td>L Fitzpatrick, M Dolan &amp; L Hyland &amp; Comms</td>
<td>X</td>
</tr>
<tr>
<td>5 Draft review &amp; new outcomes consultation survey</td>
<td>L Fitzpatrick &amp; L Hyland</td>
<td>X</td>
</tr>
<tr>
<td>6 Sign off on the draft report &amp; survey</td>
<td>IJB, E&amp;D Groups</td>
<td>X</td>
</tr>
<tr>
<td>7 29th November Third Sector Interface Conference</td>
<td>Eppie Spring Dawson, L Hyland</td>
<td>X</td>
</tr>
<tr>
<td>8 29th November – IJB first full draft of new outcomes &amp; survey sign off</td>
<td>L Hyland</td>
<td>X</td>
</tr>
<tr>
<td>9 5th December – Performance Committee first full draft</td>
<td>L Fitzpatrick</td>
<td>X</td>
</tr>
<tr>
<td>10 Council Social Work committee</td>
<td>M Dolan</td>
<td>X</td>
</tr>
<tr>
<td>11 Upload / print survey</td>
<td>L Fitzpatrick, M Dolan &amp; L Hyland</td>
<td>X</td>
</tr>
<tr>
<td>IJB Equality Outcomes Engagement Timeline</td>
<td>Responsible Lead</td>
<td>Month / Week commencing</td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>------------------</td>
<td>-------------------------</td>
</tr>
<tr>
<td></td>
<td></td>
<td>August</td>
</tr>
<tr>
<td>12 Online survey begins</td>
<td>tbc</td>
<td></td>
</tr>
<tr>
<td>13 Support locality work</td>
<td>Stewartry: S Walker</td>
<td></td>
</tr>
<tr>
<td>14 Public Engagement</td>
<td>tbc</td>
<td></td>
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<tr>
<td>15 Online survey</td>
<td>L Hyland</td>
<td></td>
</tr>
<tr>
<td>16 Stakeholder led Focus Groups</td>
<td>tbc</td>
<td></td>
</tr>
<tr>
<td>17 Explore Easy Read options</td>
<td>tbc</td>
<td></td>
</tr>
<tr>
<td>18 Date tbc – IJB sign off</td>
<td>tbc</td>
<td></td>
</tr>
<tr>
<td>19 Decision on print versions &amp; order</td>
<td>tbc</td>
<td></td>
</tr>
<tr>
<td>20 Published online</td>
<td>IJB &amp; Diversity Lead</td>
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</table>
Mapping of the existing IJB Outcomes to the ‘We Will...’ of the Strategic Plan

The six IJB Equality Outcomes

IJB1 - Healthcare services, developments and policies are better able to meet the diverse health needs of local communities, promote well being and reduce health inequalities, and those who require health services will have more equal access to them

IJB2 - The people who are deemed most at risk from harm will be identified, supported and protected

IJB3 - Person centred care is delivered and meets best practice standards in relation to equality and diversity, where patients can be confident that health services delivered and staff will respect their dignity and identity

IJB4 - Improve the life chances of our people by providing opportunities, information, advice and support for our most vulnerable and disadvantaged people

IJB5 - The people of Dumfries and Galloway, including those with protected characteristics experience an improved sense of community cohesion supported by the contribution of NHS Dumfries and Galloway working in partnership with other local public and third sector organisations

IJB6 - Ensure that the ageing population of Dumfries and Galloway is supported to lead healthy lives in their own community
<table>
<thead>
<tr>
<th>National Health and Well Being Outcomes</th>
<th>IJB Equality Outcomes</th>
<th>Strategic Plan ‘We Will’ commitments</th>
</tr>
</thead>
</table>
| People are able to look after and improve their own health and well-being and live in good health for longer | IJB4 - Improve the life chances of our people by providing opportunities, information, advice and support for our most vulnerable and disadvantaged people  
IJB6 - Ensure that the ageing population of Dumfries and Galloway is supported to lead healthy lives in their own community                                                                 | We will support more people to be able to manage their own conditions, and their health and well-being generally.  
We will make sure that self-management is included within future strategies and programmes of work.  
We will develop, as part of a Scottish Government initiative, online access to information and tools to give people the power to take responsibility for their own care  
We will work with people to support them to lead healthier lives.  |
| People, including those with disabilities or long-term conditions, or who are frail, are able to live, as far as reasonably practicable, independently and at home or in a homely setting in their community | IJB1 - Healthcare services, developments and policies are better able to meet the diverse health needs of local communities, promote well being and reduce health inequalities, and those who require health services will have more equal access to them  
IJB2 - The people who are deemed most at risk from harm will be identified, Supported and protected  
IJB3 - Person centred care is delivered and meets best practice standards in relation to equality and diversity, where patients can be confident that health services are supported and safe. | We will work with people along with partner agencies to identify and make best use of community assets and develop approaches that build strength.  
work to identify people who have an increased risk of crisis, and develop and put in place action early to tackle this  
We will deliver healthcare within community settings as the norm and only deliver it within the district general hospital when clinically necessary.  
We will explore and expand care support that helps |
delivered and staff will respect their dignity and identity
IJB4 - Improve the life chances of our people by providing opportunities, information, advice and support for our most vulnerable and disadvantaged people
IJB5 - The people of Dumfries and Galloway, including those with protected characteristics experience an improved sense of community cohesion supported by the contribution of NHS Dumfries and Galloway working in partnership with other local public and third sector organisations
IJB6 - Ensure that the ageing population of Dumfries and Galloway is supported to lead healthy lives in their own community

people become more able as both a primary approach and as a model of care and support.
We will combine learning from the new Housing Needs and Demand Assessment with the Strategic Needs Assessment to help us with joint planning.
We will develop housing-related services that reduce unplanned visits or admissions to hospital and reduce the number of people delayed in hospital.

IJB1 - Healthcare services, developments and policies are better able to meet the diverse health needs of local communities, promote well being and reduce health inequalities, and those who require health services will have more equal access to them
IJB2 - The people who are deemed most at risk from harm will be identified, Supported and protected
IJB3 - Person centred care is delivered and meets best practice standards in relation to equality and diversity, where patients can be confident that health services delivered and staff will respect their dignity and identity

We will use feedback from people to develop new approaches to delivering people's outcomes.
We will work to overcome barriers to people taking part in their own care.
We will make sure that people have access to independent advocacy if they want help to express their views and preferences.
We will finish building the new district general hospital for Dumfries and Galloway.
We will make sure that Integration Authority physical assets are safe, secure and high quality

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| **IJB1** - Healthcare services, developments and policies are better able to meet the diverse health needs of local communities, promote well being and reduce health inequalities, and those who require health services will have more equal access to them | **We will** enable people, especially vulnerable adults, and those important to them, to take part in deciding their own personal outcomes. We will change the focus of contracting from specifying levels of input activity to delivering health and wellbeing outcomes for people. We will make sure that every person who wants to, is supported to develop and review their own health and social-care plan. We will measure performance against good practice from elsewhere. |
| **IJB3** - Person centred care is delivered and meets best practice standards in relation to equality and diversity, where patients can be confident that health services delivered and staff will respect their dignity and identity | **IJB5** - The people of Dumfries and Galloway, including those with protected characteristics experience an improved sense of community cohesion supported by the contribution of NHS Dumfries and Galloway working in partnership with other local public and third sector organisations |
| **IJB6** - Ensure that the ageing population of Dumfries and Galloway is supported to lead healthy lives in their own community | **IJB1** - Healthcare services, developments and policies are better able to meet the diverse health needs of local communities, promote well being and reduce health inequalities, and those who require health services will have more equal access to them |
| **IJB2** - The people who are deemed most at risk from harm will be identified, Supported and protected | **IJB4** - Improve the life chances of our people by providing |
opportunities, information, advice and support for our most vulnerable and disadvantaged people

IJB5 - The people of Dumfries and Galloway, including those with protected characteristics experience an improved sense of community cohesion supported by the contribution of NHS Dumfries and Galloway working in partnership with other local public and third sector organisations

People who provide unpaid care are supported to look after their own health and wellbeing, including to reduce any negative impact of their caring role on their own health and well-being

IJB1 - Healthcare services, developments and policies are better able to meet the diverse health needs of local communities, promote well being and reduce health inequalities, and those who require health services will have more equal access to them

IJB2 - The people who are deemed most at risk from harm will be identified, Supported and protected

IJB3 - Person centred care is delivered and meets best practice standards in relation to equality and diversity, where patients can be confident that health services delivered and staff will respect their dignity and identity

IJB4 - Improve the life chances of our people by providing opportunities, information, advice and support for our most vulnerable and disadvantaged people

IJB5 - The people of Dumfries and Galloway, including those with protected characteristics experience an improved sense of community cohesion supported by the contribution of NHS Dumfries and Galloway working in partnership with other local public and third sector organisations.

We will develop a consistent approach across the workforce to make sure that the needs of the Carer are identified and dealt with in their own right. We will work towards becoming a Carer-friendly partnership, supporting staff in their own personal caring roles.
| IJB1 - Healthcare services, developments and policies are better able to meet the diverse health needs of local communities, promote well being and reduce health inequalities, and those who require health services will have more equal access to them  
IJB3 - Person centred care is delivered and meets best practice standards in relation to equality and diversity, where patients can be confident that health services delivered and staff will respect their dignity and identity  
IJB4 - Improve the life chances of our people by providing opportunities, information, advice and support for our most vulnerable and disadvantaged people | We will support staff to be informed, involved and motivated to achieve successful outcomes.  
We will develop a plan that describes and shapes our future workforce across all sectors.  
We will provide opportunities for staff, volunteers, Carers and people who use services to learn together.  
We will aim to be the best place to work in Scotland. We will deliver a single system that enables public sector staff to access or update relevant information electronically. |
|---|---|
| IJB2 - The people who are deemed most at risk from harm will be identified, Supported and protected  
IJB3 - Person centred care is delivered and meets best practice standards in relation to equality and diversity, where patients can be confident that health services delivered and staff will respect their dignity and identity  
IJB6 - Ensure that the ageing population of Dumfries and Galloway is supported to lead healthy lives in their own community | We will make care as safe as possible by identifying opportunities to reduce harm.  
We will make sure that all staff can identify, understand, assess and respond to adults at risk.  
We will make sure there is a safe and efficient move from the current |

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<table>
<thead>
<tr>
<th>PLUS Workforce Outcomes</th>
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<tbody>
<tr>
<td><strong>IJB1</strong> - Healthcare services, developments and policies are better able to meet the diverse health needs of local communities, promote well being and reduce health inequalities, and those who require health services will have more equal access to them.</td>
<td></td>
</tr>
<tr>
<td><strong>IJB3</strong> - Person centred care is delivered and meets best practice standards in relation to equality and diversity, where patients can be confident that health services delivered and staff will respect their dignity and identity.</td>
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<tr>
<td><strong>IJB5</strong> - The people of Dumfries and Galloway, including those with protected characteristics experience an improved sense of community cohesion supported by the contribution of NHS Dumfries and Galloway working in partnership with other local public and third sector organisations.</td>
<td></td>
</tr>
<tr>
<td><strong>We will involve staff to develop a new culture that promotes different ways of working for the future.</strong></td>
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<tr>
<td><strong>We will reduce variation in practice, outcomes and costs which cannot be justified.</strong></td>
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<tr>
<td><strong>We will develop a plan to make sure we use physical assets, such as buildings and land, more efficiently and effectively.</strong></td>
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<td><strong>We will identify long-term solutions to providing both care-home and care-at-home services.</strong></td>
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<tr>
<td><strong>We will develop a programme of technology enabled care that supports the development of new models of care and ways of working.</strong></td>
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</tbody>
</table>