

# Leicester City Council

## Scrutiny Review

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‘Development of Local Health Messages’  
Scoping document for completion by Members

September 2016

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## **Background to scrutiny reviews**

Determining the right topics for scrutiny reviews is the first step in making sure scrutiny provides benefits to the Council and the community.

This scoping template will assist in planning the review by defining the purpose, methodology and resources needed. It should be completed by the Member proposing the review, in liaison with the lead Director and the Scrutiny Manager. Scrutiny Officers can provide support and assistance with this.

In order to be effective, every scrutiny review must be properly project managed to ensure it achieves its aims and delivers measurable outcomes. To achieve this, it is essential that the scope of the review is well defined at the outset. This way the review is less likely to get side-tracked or become overambitious in what it hopes to tackle. The Commission's objectives should, therefore, be as SMART (Specific, Measurable, Achievable, Realistic & Time-bound) as possible.

The scoping document is also a good tool for communicating what the review is about, who is involved and how it will be undertaken to all partners and interested stakeholders.

The form also includes a section on public and media interest in the review which should be completed in conjunction with the Council's Communications Team. This will allow the Commission to be properly prepared for any media interest and to plan the release of any press statements.

Scrutiny reviews will be supported by a Scrutiny Officer.

### **Evaluation**

Reviewing changes that have been made as a result of a scrutiny review is the most common way of assessing the effectiveness. Any scrutiny review should consider whether an on-going monitoring role for the Commission is appropriate in relation to the topic under review.

**For further information please contact the Scrutiny Team on 0116 4546340**

To be completed by the Member proposing the review		
1.	<b>Title of the proposed scrutiny review</b>	Development of Local Health Messages
2.	<b>Proposed by</b>	Councillor Lucy Chaplin
3.	<b>Rationale</b> Why do you want to undertake this review?	<p>The commission had an initial report from the Public Health Department on this, which recognised the need to explore this in greater detail.</p> <p>With a greater national focus on preventative measures to relieve the pressure on the health system, health messaging is an important means to get people to be more active about thinking about their health, and therefore it is important to ensure we are getting this right at a local level.</p>
4.	<b>Purpose and aims of the review</b> What question(s) do you want to answer and what do you want to achieve? (Outcomes?)	<p>The commission aims to establish if we have an adequate method of communicating health messages to those that we need to target.</p> <p>It is hoped the following outcomes will be established:</p> <ul style="list-style-type: none"> <li>• An understanding of the modes of communication that currently exist and what they say.</li> <li>• An understanding of how they are funded.</li> <li>• Identifying who we need to target and how.</li> <li>• Consideration of good practice with a view to improve.</li> <li>• Make recommendations to help a plan that can be adopted locally.</li> <li>• How successful they are.</li> </ul>
5.	<b>Links with corporate aims / priorities</b> How does the review link to corporate aims and priorities?  <a href="http://citymayor.leicester.gov.uk/delivery-plan-2014-15/">http://citymayor.leicester.gov.uk/delivery-plan-2014-15/</a>	<p>The City Mayor's Delivery Plan has a section specifically to promote 'A Healthy and Active City'.</p> <p>The aims within this include reducing health inequality and promoting good public health which will be linked to the outcomes of this review.</p>
6.	<b>Scope</b> Set out what is included in the scope of the review and what is not. For example which services it does and does not cover.	<p>Public Health Services, this list is not exhaustive:</p> <ul style="list-style-type: none"> <li>• Dental Services</li> <li>• Health Checks</li> <li>• Drugs and Alcohol</li> <li>• Teenage Pregnancy</li> <li>• Sexual Health</li> <li>• Pharmacy Services – when they can help</li> <li>• Obesity</li> </ul>

Develop a draft Project Plan to incorporate sections seven to twelve of this form

<p><b>7.</b></p>	<p><b>Methodology</b> Describe the methods you will use to undertake the review.</p> <p>How will you undertake the review, what evidence will need to be gathered from members, officers and key stakeholders, including partners and external organisations and experts?</p>	<p>The commission would like to identify the following:</p> <ul style="list-style-type: none"> <li>• Who do we need to reach locally?</li> <li>• What do we want the messages to say?</li> <li>• Where and when do we want to say it?</li> <li>• How do we want to say it?</li> <li>• How do we measure the effectiveness of the messages?</li> <li>• Is there any good practice that we can learn from?</li> </ul>
	<p><b>Witnesses</b> Set out who you want to gather evidence from and how you will plan to do this</p>	<p>Potential witnesses may include:</p> <ul style="list-style-type: none"> <li>• Assistant City Mayor Public Health</li> <li>• Relevant Council Officers</li> <li>• Relevant Health Partners (CCG, etc)</li> <li>• Officers from other areas in the Country (Best practice)</li> <li>• Available research on health messages.</li> </ul>
<p><b>8.</b></p>	<p><b>Timescales</b> How long is the review expected to take to complete?</p>	<p><b>September</b> Scoping document to be agreed. <b>October 2016 – February 2017</b></p> <ul style="list-style-type: none"> <li>• Explore best practice and consider making visits.</li> <li>• Consider latest research papers</li> <li>• Task Group meetings.</li> <li>• Draft findings and conclusions to be established.</li> </ul> <p><b>March</b> The final review report to be agreed.</p>
	<p>Proposed start date</p>	<p>October 2016</p>
	<p>Proposed completion date</p>	<p>March 2017</p>
<p><b>9.</b></p>	<p><b>Resources / staffing requirements</b> Scrutiny reviews are facilitated by Scrutiny Officers and it is important to estimate the amount of their time, in weeks, that will be required in order to manage the review Project Plan effectively.</p>	<p>It is expected the Scrutiny Officer will support the whole review process by capturing information at the meetings, facilitating the people to give evidence and writing the initial draft of the review report based on the findings from the review.</p>

	Do you anticipate any further resources will be required e.g. site visits or independent technical advice? If so, please provide details.	There may be site visits to areas that are identified as best practice.
<b>10.</b>	<b>Review recommendations and findings</b>  To whom will the recommendations be addressed? E.g. Executive / External Partner?	It is likely the review will offer recommendations to the Council's Executive and may include some recommendations to Health Partner's such as the CCG.
<b>11.</b>	<b>Likely publicity arising from the review</b> - Is this topic likely to be of high interest to the media? Please explain.	It is hoped that this review will raise media interest.
<b>12.</b>	<b>Publicising the review and its findings and recommendations</b> How will these be published / advertised?	There will be a review report which will be published as part of the commission's papers.
<b>13.</b>	<b>How will this review add value to policy development or service improvement?</b>	It is hoped the outcomes of the review will determine an adequate plan for communicating health messaging in the city. This can then be considered as part of the executives proposals for future service development in Public Health.
<b>To be completed by the Executive Lead</b>		
<b>14.</b>	<b>Executive Lead's Comments</b>  The Executive Lead is responsible for the portfolio so it is important to seek and understand their views and ensure they are engaged in the process so that Scrutiny's recommendations can be taken on board where appropriate.	We need to use campaigns to get health messages out to local people: this review will provide us with useful intelligence to do this and we therefore welcome it.
<b>To be completed by the Divisional Lead Director</b>		

15.	<b>Divisional Comments</b>  Scrutiny's role is to influence others to take action and it is important that Scrutiny Commissions seek and understand the views of the Divisional Director.	Effective use of health messaging is a key way we can support people to make changes to their health and lifestyles. This means making best use of available technology including social media. We have been developing new approaches to conveying health messages we hope that this review will further support this by helping to identify best practice and draw in evidence which will allow local media campaigns to be used to maximum effect.
16.	<b>Are there any potential risks to undertaking this scrutiny review?</b>  E.g. are there any similar reviews being undertaken, on-going work or changes in policy which would supersede the need for this review?	No
17.	<b>Are you able to assist with the proposed review? If not please explain why.</b> In terms of agreement / supporting documentation / resource availability?	Yes, via the communications lead for public health.
	<b>Name</b>	<u>Ruth Tennant</u>
	<b>Role</b>	<u>Director of Public Health</u>
	<b>Date</b>	<u>9<sup>th</sup> September 2015</u>
<b>To be completed by the Scrutiny Support Manager</b>		
18.	<b>Will the proposed scrutiny review / timescales negatively impact on other work within the Scrutiny Team?</b> (Conflicts with other work commitments)	With the review taking place over a number of months it will allow sufficient time to gather information in relation to this review without impacting on other areas of work.
	<b>Do you have available staffing resources to facilitate this scrutiny review? If not, please provide details.</b>	The review can be adequately support by the Scrutiny Team.
	<b>Name</b>	Kalvaran Sandhu, Scrutiny Support Manager
	<b>Date</b>	25 <sup>th</sup> August 2016