

**A draft plan to support citizen  
engagement and involvement  
in the work of the Moray  
Alcohol and Drug Partnership**

# **Inform, Involve, Improve**



## **Have your say**

**Consultation on this draft  
plan:**

**24 November 2016 –**

**30 January 2017**



## Contents

Introduction.....	3
Moray Alcohol and Drug Partnership.....	4
About this strategy .....	5
Why engagement matters .....	6
Our approach to engagement .....	7
Who we want to engage .....	8
National engagement initiatives .....	9
Our standards for engagement.....	10
Objectives of the engagement plan.....	11
Outline implementation plan.....	12
Next steps and measuring success .....	15
Have your say.....	16

This document is available on the website of The Moray Alcohol and Drug Partnership.

If you need information from the Moray Alcohol and Drug Partnership in a different format, such as Braille, audio tape or large print, please contact:

如需其他格式（如盲文、录音磁带或大号印刷体）的莫瑞市议会资讯，请联系：

Jei pageidaujate tarnybos Moray tarybos teikiamą informaciją gauti kitokiu formatu, pvz., Brailio raštu, garso įrašų ar stambiu šriftu, kreipkitės:

Jeśli potrzebują Państwo informacji od Rady Okręgu Moray w innym formacie, takim jak alfabet Braille'a, kasety audio lub druk dużą czcionką, prosimy o kontakt:

Se necessitar de receber informações por parte do Concelho de Moray num formato diferente, como Braille, cassete áudio ou letras grandes, contacte:

Если вам нужна информация от «Морей Каунсл» в другом формате, например шрифтом Брайля, в виде аудиозаписи или крупно напечатанная, обращайтесь:

Si necesita información del consejo de Moray en un formato diferente, como Braille, cinta de sonido o en letra grande, póngase en contacto con:

**The Moray Alcohol and Drug Partnership, 9 North Guildry Street, Elgin, IV30 1JR**

**01343 557230 or email [morayadp@moray.gov.uk](mailto:morayadp@moray.gov.uk)**

## Introduction

Our purpose as the **Moray Alcohol and Drug Partnership** (ADP) is to improve life for people in Moray by preventing and reducing the impact alcohol and drug misuse has on individuals, their families and communities.

For you to be involved in the work of the MADP in making Moray a better place to live you need to let us know what you think. To do this you need consistent good quality co-ordinated engagement.

Engagement is central to delivering our purpose. It helps build understanding, trust and confidence in our work, ensures we understand and focus on what matters to people and that decisions are informed by harnessing the knowledge and expertise of people in our communities.

Public services have been charged by the Community Empowerment (Scotland) Act to strengthen local democracy and citizen participation. This can only be achieved by providing people with opportunities to influence and change both current and future services.

Strong and effective relationships are particularly important at this time of significant challenge for public services. With increasing demand and difficult funding decisions having to be made, it is vital our focus reflects the priorities of our residents.

This plan outlines how we will inform, consult and involve people in decision making and improving public services. It is for anyone who wants to get involved.

We are committed to listening to people's views and experiences, learning from and acting together on what they have told us.

We will do more to reach those who may not traditionally readily engage but who have an important, valid and valued contribution to make.

We will offer meaningful opportunities to enable people to engage in the planning, delivery and improvement of alcohol and drug services and support.

Through partnership working and shared decision making we can create effective local solutions to local issues.

## Moray Alcohol and Drug Partnership

### Who we are

**Moray Alcohol and Drug Partnership** is a multi-agency partnership tasked with reducing the impact of problematic drug and alcohol use on individuals, families and communities in Moray through the co-ordination of the work carried out by Statutory and Third Sector agencies.

We are funded by the Scottish Government and work in line with national strategies, targets and legislation.

We have a decision making board which is currently chaired by the Head of Service for Adult Health and Social Care Moray. The work of the board is supported by a number of sub-committees.

At a local level we report on our work to the strategic partnerships of the Moray Community Planning Partnership which include the Integration Joint Board, the Public Protection Partnership and the Children & Young People's Partnership.

### What we do

We are responsible for developing and implementing local strategies to address alcohol and drug issues, based on the needs of the area, evidence and outcomes. We do this by ensuring effectiveness of planning, commissioning and delivery of alcohol and drug services.

### Why we do this

Alcohol and drug misuse stops individuals and their families from fulfilling their potential. It impacts on physical and mental health, education, employment, housing, finance and relationships as well as communities.

It is an issue which needs to be addressed to meet the overarching aim and purpose of Moray 2026, the Moray Community Planning Partnership's plan for the future which is: '**to improve life for those living and working in Moray**'.

## About this strategy

Every aspect of the Moray ADP will be shaped and improved by engaging with those who use and care about our work.

Each person contributes their different perspective, skills, knowledge and resources. By harnessing and strengthening engagement we can make a difference to the lives of individuals, their families and their communities.

This strategy sets out how we will embed engagement in our work.

It will support us to deliver on the Community Empowerment (Scotland) Act which creates new rights for citizens to be engaged in the planning, delivery and scrutiny of local services and new opportunities for communities to lead local services and projects where they can do so more effectively and responsively than public agencies.

This is in line with the Moray Community Planning Partnership's drive to improve engagement with communities to achieve more engaged, better informed, more resilient, sustainable communities.

Our ambition is build and sustain effective partnerships which put the views, experiences, needs, aspirations and expert knowledge of people who use services, their families and their communities at the heart of what we do.

This strategy recognises that equality issues of religion, race, disability, sexuality, age, ethnicity and culture must be integral to involvement. All stakeholders will be treated with respect and dignity and valued as equal partners.

We are committed to ensuring people are engaged in real and meaningful ways which influence decision making and improve services.

We recognised the value and expertise people who use or have used services, their families and communities can bring to our work and seek to strengthen this contribution through greater recognition and spread of involvement opportunities at a more local level across Moray.

Our action plan will be an evolving document which will be reviewed and updated regularly to ensure it continues to reflect what we need to achieve.

## Why engagement matters

Meaningful engagement offers benefits to individuals, their families and communities, local groups, service providers and the Moray ADP as commissioners of services.


These include:

- **Increased knowledge of services and support for people affected by substance misuse;**
- **Improved understanding of alcohol and drug misuse, recovery and opportunities to challenge stigma;**
- **A better knowledge of people's needs, aspirations and experiences through hearing their views and opportunities to promote their interests;**
- **Opportunities for people with lived experience to use their experiences and expertise for the benefit of others and form supportive networks;**
- **Identification of what works well, gaps in services, solutions and opportunities to improve service quality;**
- **Ensuring services are relevant to local need and accountable to service users, enabling people to have more control and improve their quality of life;**
- **Promotion of constructive working relationships between organisations and the public with decisions more likely to be seen positively by those who have had a stake in making them;**
- **Enhanced wellbeing as people feel valued, have increased confidence and raised self-esteem and are empowered to engage in the planning, development, management and delivery of services.**

## Our approach to engagement

The term ‘engagement’ means different things to different people, and is sometimes used interchangeably with the terms ‘involvement’, ‘participation’, and ‘co-production’. It covers a continuum from low to high levels of engagement which is illustrated below.

It is important people have opportunities to engage with the Moray ADP in a range of ways, shifting between them as they choose.



	Description	Examples
<b>Information</b>	Providing appropriate information about services, policies and decisions that might affect or interest you	Fact sheets Newsletters Leaflets Website
<b>Consultation</b>	Providing opportunities for you to have your say about decisions, services and plans through consultations, surveys and conversations. Acting on the feedback we receive and showing how it has influenced the decisions made.	Open meetings and focus groups Questionnaires Feedback channels Social media
<b>Involvement</b>	Providing opportunities to get involved, over and above informing and consulting, to give you a greater influence over decisions and the planning, designing and delivery of services	Workshops Questionnaires Reference groups Boards and committees
<b>Collaboration</b>	Working together in partnership in all aspects of a decision, including the development of alternatives and the identification and delivery of the preferred solutions	Tender evaluation panels Staff recruitment and training Voting members of decision-making boards/committees Policy making groups
<b>Empowerment</b>	Final decision-making is in the hands of individuals, families and communities	Participatory budgeting Locality planning Asset transfer

## Who we want to engage

The work of the Moray ADP is relevant to the whole community, including children and young people. Therefore we want to engage:

- **Individuals who have substance misuse issues;**
- **Those affected by the substance misuse issues of someone else;**
- **Communities of interest such as people with protected characteristics;**
- **People living in communities which have an interest in addressing alcohol and drug misuse and improving life for those living and working in Moray;**
- **People working in the Moray ADP;**
- **The Third Sector including community bodies and groups, service providers, social enterprises and volunteers;**
- **The Independent Sector.**

Engagement is about individuals as well as groups.

People who use services and their families are not all part of one homogenous group with a shared identity and shared interest. Each is an individual, all with unique situations and needs which need to be acknowledged when encouraging involvement.

The needs and interests of people who provide unpaid care for people with alcohol and drug issues must be distinguished from those they support.

We will strive to be as inclusive as possible in our reach to ensure that individuals or groups whose voices are not traditionally as strongly heard or represented are identified and involved so we do not miss out on their involvement.

We will build on existing involvement networks and mechanisms while seeking new and innovative ways of involving people.



## National engagement initiatives

While we recognise the importance of working with people to improve services, our work is also driven by legislative and policy context for engagement and initiatives being taken forward locally and nationally.

Dr Campbell Christie, in the introduction to the **Christie Commission** report on the Future Delivery of Public Services (2010) stated: “Reforms must aim to empower individuals and communities receiving public services by involving them in the design and delivery of the services they use.”

The **Community Empowerment Bill 2015**, the **Public Bodies (Scotland) Act 2014** for the integration of health and social care and the **Carers (Scotland) Act 2016** all set requirements for participation and engagement.

The **Quality Principles: Standard Expectations of Care and Support in Drug and Alcohol Services** are central to the implementation of the Scottish Government’s Quality Improvement Framework for drug and alcohol treatment and support services.

They have been developed to ensure anyone looking to address their problem drug and/or alcohol use receives high-quality treatment and support that assists long-term, sustained recovery and keeps them safe from harm. Included is an involvement principle for people who use services.

The **Equalities Act 2010** sets a public service duty to ensure that in the planning and delivery of services we contribute to eliminating discrimination, harassment and victimisation.

## Our standards for engagement

The National Standards for Community Engagement are good-practice principles designed to support and inform the process of community engagement, and improve what happens as a result.

They were originally launched in 2005 and since then have been used to support community engagement and user involvement in Scotland in areas such as community planning and health and social care. They have been widely accepted by a range of practitioners as key principles for effective practice.

During 2015/2016, the National Standards for Community Engagement were reviewed and updated.

The revised standards to which we will work are:

- 1. Inclusion** - we will identify and involve the people and organisations that are affected by the focus of the engagement.
- 2. Support** - we will identify and overcome any barriers to participation.
- 3. Planning** - there is a clear purpose for the engagement, which is based on a shared understanding of community needs and ambitions.
- 4. Working Together** - we will work effectively together to achieve the aims of engagement.
- 5. Methods** - we will use methods of engagement that are fit for purpose.
- 6. Communication** - we will communicate clearly and regularly with the people, organisations and communities affected by the engagement.
- 7. Impact** - we will assess the impact of the engagement and use what we have learned to improve our future community engagement.

## Objectives of the engagement plan

The overall aim of engagement in Moray ADP is to deliver our purpose by embedding the voice of people who use services, their families and their communities into our work.

This will be achieved by taking forward the following key objectives.

### **Objective 1– Improve information, awareness communication**

We will do this by:

- Improve information on the role and work of the MADP;
- Raising awareness of the MADP;
- Promoting the work of the MADP;
- Improving channels of communication to and from the MADP;

### **Objective 2 – Obtain and respond to feedback to improve services**

We will do this by:

- Promoting opportunities for feedback;
- Strengthening feedback procedures of substance misuse services;
- Evidencing use of feedback

### **Objective 3 – Strengthen opportunities for engagement**

We will do this by:

- Identifying those who may have an interest
- Promoting engagement opportunities;
- Supporting engagement in the cycle of strategic planning and service commissioning
- Establishing a MADP sub-group to oversee engagement activity.

### **Objective 4 – Support engagement in decision making**

We will do this by:

- Establishing service use and family representation in decision-making forums including policy making and tendering;
- Progressing participatory budgeting.

## Outline implementation plan

<b>Objective 1 – Improve information, awareness communication</b>	
<b>Priority</b>	<b>Actions</b>
<b>Improve information</b>	<ul style="list-style-type: none"> <li>• Develop a range of materials on the role and work of the MADP</li> <li>• Secure opportunities to promote and distribute the materials across Moray</li> </ul>
<b>Raise awareness of the MADP</b>	<ul style="list-style-type: none"> <li>• Reaffirm the brand identity by producing and distribute promotional material in accessible formats</li> </ul>
	<ul style="list-style-type: none"> <li>• Further develop social media presence</li> </ul>
	<ul style="list-style-type: none"> <li>• Identify opportunities to engage with wide range of stakeholders through presentations, community events etc.</li> </ul>
<b>Promote the work of the MADP</b>	<ul style="list-style-type: none"> <li>• Identify opportunities for media coverage</li> </ul>
	<ul style="list-style-type: none"> <li>• Review and update the MADP website</li> </ul>
	<ul style="list-style-type: none"> <li>• Hold MADP branded events</li> </ul>
	<ul style="list-style-type: none"> <li>• Ensure representation of the MADP at appropriate events</li> </ul>
<b>Improve channels of communication to and from the MADP</b>	<ul style="list-style-type: none"> <li>• Further develop social media presence</li> </ul>
	<ul style="list-style-type: none"> <li>• Further develop the MADP website</li> </ul>
	<ul style="list-style-type: none"> <li>• Promote point of contact for the MADP</li> </ul>
	<ul style="list-style-type: none"> <li>• Produce and distribute regular newsletter from the MADP</li> </ul>

<b>Objective 2 – Obtain and respond to feedback to improve services</b>	
<b>Priority</b>	<b>Actions</b>
<b>Promote opportunities for feedback</b>	<ul style="list-style-type: none"> <li>• Develop innovative ways to listen to service users, families and communities</li> <li>• Explore opportunities for people with lived experience to be trained and supported to carry out service user experience work</li> </ul>

## Objective 2 – Obtain and respond to feedback to improve services

Priority	Actions
<b>Strengthen feedback procedures of substance misuse services</b>	<ul style="list-style-type: none"> <li>• Work with commissioning team to monitor current service user involvement in services and to strengthen in future tender specifications</li> <li>• Require services to produce feedback reports</li> <li>• Carry out analysis to identify trends</li> </ul>
<b>Evidence use of feedback</b>	<ul style="list-style-type: none"> <li>• Establish channels by which feedback reaches service managers and front line staff and results in service improvement</li> <li>• Ensure communication mechanisms are in place to communicate actions (and reasons for non-action) back to those who provided feedback</li> <li>• Produce and promote regular 'You said, we did' reports</li> </ul>

## Objective 3 – Strengthen opportunities for engagement

Priority	Actions
Identify those who may have an interest	<ul style="list-style-type: none"> <li>• Carry out stakeholder mapping exercise</li> </ul>
Promote engagement opportunities	<ul style="list-style-type: none"> <li>• Develop and implement a communication campaign</li> </ul>
Support engagement in the cycle of strategic planning and service commissioning	<ul style="list-style-type: none"> <li>• Identify barriers to engagement and work with partners to address these</li> <li>• Establish a budget for engagement activities</li> <li>• Carry out consultation activities as required by means of public events, questionnaires, discussion groups and virtual opportunities</li> <li>• Carry out involvement work as required by means of focus groups, workshops etc.</li> </ul>
Establish a MADP sub-group to oversee engagement activity	<ul style="list-style-type: none"> <li>• Establish role and remit</li> <li>• Carry out recruitment</li> <li>• Provide ongoing support to members</li> <li>• Support services to develop engagement groups and maintain links</li> </ul>

## Objective 4 – Support engagement in decision making

Priority	Actions
Establish service use and family representation in decision-making forums including policy making and tendering	<ul style="list-style-type: none"><li>• Establish role and remit</li><li>• Carry out recruitment</li><li>• Provide ongoing support to members</li><li>• Develop and maintain links to engagement sub-group and other service engagement groups</li></ul>
Progress participatory budgeting	<ul style="list-style-type: none"><li>• Continue to work in partnership with tsiMoray and Community Planning Partners on the Our Communities Participatory Budgeting initiative</li></ul>

## Next steps and measuring success

In order to achieve the objectives of the Engagement Plan the outline implementation plan will be further developed to show who will take responsibility for the identified actions and when they will be completed.

It is important we know whether the Engagement Plan and all engagement activities are making a difference.

A Moray ADP Engagement Group will be established and will be responsible for overseeing the implementation of the plan, monitoring its impact and reviewing the actions on an ongoing basis so that it continues to achieve the objectives.

Progress reports on the plan will be presented to the Moray ADP Board.

Engagement activities will be evaluated on our standards by the use of Visioning Outcomes in Community Engagement (VOICE), a planning and evaluation tool commissioned by the Scottish Government and used by public services across Scotland when carrying out community engagement.

We will also evaluate our engagement activities with those who have been involved.

All information on engagement information will be published on the Moray ADP website.

## Have your say

We want your ideas on how we can improve this draft engagement plan, how we can make sure it works and how we can encourage people who don't normally get involved to do so.

Your views and comments will help us finalise the plan and act on it.

You can tell us what you think by:

- Answering the questions on the following two pages and sending them back to us in the freepost envelope (if attached) or posting back to:

**The Public Involvement Officer  
Health and Social Care Moray  
Spynie Hospital  
Duffus Road  
Elgin  
IV30 5PW**

- Answering the questions on line using the link:

**<https://www.surveymonkey.co.uk/r/MADP>**

- Calling the Public Involvement Officer:

**01343 567187**

- Emailing:

**[involvement@moray.gov.uk](mailto:involvement@moray.gov.uk)**

The consultation runs from 24 November 2016 to 30 January 2017.



**ABOUT YOU**

Your age:	The first part of your postcode (i.e. IV30):
What is your interest in the Moray ADP and its work?	

**1. What do you think about the engagement plan?**

--

**2. Is there anything missing or do you have any other ideas to help us improve engagement?**

--

**3. Would you like more to be involved in planning, designing and improving alcohol and drug services, support and initiatives with the Moray ADP?**

Yes	No	Don't know
-----	----	------------

**4. If yes, what kind of things would interest you? (e.g. being part of decision making groups, taking part in discussion groups, answering questionnaires etc).**

**5. Do you feel there are barriers to your getting involved?**

Yes	No	Don't know
-----	----	------------

**6. If yes, what are the barriers?**

**7. What would help overcome those barriers and support your involvement?**

**If you would like to be kept updated on this plan and the next steps, please give us your name and some contact details.**

**THANK YOU**