

Carmarthenshire Steps

On Thursday 7th December 2017 an all day workshop was held for the PSB Operational Delivery Group. The group comprised key representatives from PSB partner organisations.

The purpose of this workshop was to set out the main steps to be taken to deliver the actions, and the membership of the groups to drive the process forward.

Much discussion was around the need for a cultural shift in behaviour. Although there are not specific steps set out around this aspect, it is inherent in all the actions. The Behavioural Insights Team have produced a useful toolkit following the EAST framework (Easy, Attractive, Social & Timely), this will be used in the development of several steps.

Healthy Lives – Coordinated Campaigns

Membership	Steps
<p>PSB Chairs:</p> <ul style="list-style-type: none"> • Public Health Wales (Ros Jervis) • CAVS (Marie Mitchell) <p>Others Members: Communications Representatives from all partners</p> <p>Critical Friend – from stakeholder group or frontline staff</p> <p>Research Representative – from University/Regional Learning Partnership</p> <p>Relevant Specialist Area – e.g. Public Health Wales/NRW etc</p>	<ol style="list-style-type: none"> 1. Develop a mechanism for PSB partners to deliver Coordinated Campaigns. This will involve: <ul style="list-style-type: none"> - Mapping current campaigns - Develop methodology framework for co-production of campaign messages - Establish a menu of approaches for key groups to ensure message is delivered in most effective way to different groups - Develop framework for delivery of campaigns through partners networks 2. Implement Geographical Pilots <ul style="list-style-type: none"> - Select between 1-5 areas to investigate methodological approaches for communication methods in different areas. Focus of pilots will be on tackling issues identified by National Indicators as being matters that need addressing in Carmarthenshire - Carry out evaluations of impact of new approach 3. Develop a Programme of Work <ul style="list-style-type: none"> - Look at ways of causing behaviour change on a local and county level.

Opportunities for Monitoring:

- Methodology specific – e.g. hit rates on social media
- Perception/Experience – e.g. self-reporting etc
- Tailored Measures – e.g. dependant on the chosen issue (childhood obesity, use of play spaces, parental engagement with child play,

Healthy Environment – Risk Assessment

Membership	Steps
<p>PSB Chairs: NRW (Huwel Manley) UWTSD (Jane Davidson)</p> <p>Others Members: Representatives from:</p> <ul style="list-style-type: none"> - Council Forward Planning - Environmental leads and organisations - Transport - Other Infrastructure services <p>Public Health Wales & Hywel Dda</p> <p>Link to Communications Group</p>	<ol style="list-style-type: none"> 1. Carry out Climate Change and Environmental Risk Assessment 2. Develop mechanism for Actioning Risk Assessment <ul style="list-style-type: none"> - Identify Stakeholders - Develop Ways of Working/Methodological approach (link to Coordinated Campaigns) 3. Develop and implement Programme of Work/Implementation Plan <ul style="list-style-type: none"> - Actions to respond to Climate Change - Actions to respond to Environmental Impact - Actions to enhance Nature Connectedness

Opportunities for Monitoring:

- Develop measure for ecological footprint (individual/community/organisation)
- Nature connectedness measures
- Outside Activity/Access to green spaces
- Social & Green Prescribing uptake
- Hits on outdoor/green DEWIS

Early Intervention - Raising Awareness/Changing the Model of Delivery

Membership	Steps
<p>PSB Chairs: Hywel Dda (Steve Moore) Coleg Sir Gâr (Barry Liles)</p> <p>Others Members: Representatives from all other partners (including Fire, Police, CAVS, Council, Probation Services etc)</p> <p>West Wales Care Partnership WAST</p>	<ol style="list-style-type: none"> 1. Stock-take of existing support services <ul style="list-style-type: none"> - what services, when and by who - trigger/tipping points - analysis of usage - future trends 2. Develop Programme of Response <ul style="list-style-type: none"> - Signposting (single point of contact) - Intervention Approach (MECC training) - Link to Coordinated Campaigns for IAA

Opportunities for Monitoring:

- Reduction in calls/visits/direct payments etc
- Increase in DEWIS hits/No of organisations on DEWIS/Self-management programmes
- Customer Satisfaction

Strong Connections – Innovative Community Action

Membership	Steps
<p>PSB Chairs: CAVS (Marie Mitchell) DWP (Helen Matthews)</p> <p>Others Members: Representatives from all other partners (including NRW, Fire, HDUHB, Police, CAVS, Council, Probation Services etc)</p> <p>Representatives from Estates</p> <p>Representatives from Education & Coleg</p> <p>Identify others to be involved (hold a 1 off conference to engage and get views from all voluntary organisations).</p>	<ol style="list-style-type: none"> 1. Undertake a mapping exercise to better understand the existing volunteering landscape 2. Develop a Volunteering Strategy for Carmarthenshire PSB <ul style="list-style-type: none"> - Implement good practice identified - Include accreditation/recognition of volunteering using UWTSD/Welsh Bacc/WCVA Toolkit - Establish programme for 'converting' volunteers to employment 3. Identify & Share Community Good Practice <ul style="list-style-type: none"> - using the 'RENEW' model for peer mentoring support to 'hand hold' and roll out information and support. 4. Identify Assets within and for communities <ul style="list-style-type: none"> - Asset map communities - Identify public sector buildings/land for community use

Opportunities for Monitoring:

- Numbers of volunteers/Time credits
- People 'converting' volunteering to employment
- Use of community hub or assets

Prosperous People & Places – Procurement Procedure & Employment

Membership	Steps
<p>PSB Chairs: Council (Wendy Walters) Fire (Rob Quin)</p> <p>Others Members – Procurement Procedure:</p> <p>Procurement Officers from all partners</p> <p>Welsh Government</p> <p>NRW</p> <p>Other Members – Aligning Education & Employment</p> <p>Representatives from FE and HE (Coleg and University)</p> <p>Representatives from Regional Learning & Skills Partnership</p> <p>Representatives from DWP</p> <p>Representatives from Workforce Planning</p>	<p>Procurement Procedure</p> <ol style="list-style-type: none"> 1. Undertake a procurement scoping exercise <ul style="list-style-type: none"> - what can be done and how - what opportunities might exist - establish new approaches to work jointly 2. Develop mechanisms to promote Enterprise <ul style="list-style-type: none"> - Removal of barriers to community and individual enterprise and initiative - Provide support to enable development e.g. advances in renewable energy - Promotion of opportunities for Rural enterprise e.g. technology etc 3. Establish new approaches to work jointly <p>Aligning Education & Employment</p> <ol style="list-style-type: none"> 1. Map out an workforce needs in Carmarthenshire <ul style="list-style-type: none"> - Current needs and Future trends - Overcome barriers aligning education & employment opportunities such as flexibility of filling courses 2. Identify Possible Responses to address areas for development <ul style="list-style-type: none"> - Education-based: innovative careers advice; ‘World of Work’ awareness - Work-based: Redeployment across PSB partners, access to internal vacancies, work trials, apprenticeships etc 3. Move to a Competencies-Based or Strengths-Based Model for employment across the PSB to enable versatility of employment

Opportunities for Monitoring:

- Numbers improving energy efficiency
- Opportunities taken up
- Job vacancies filled through new approaches
- Income measures (including poverty etc)