

31st August: Aberdeen

# Invest to engage: enhancing connections with the NHS



A one-day seminar to equip third sector organisations with the skills to engage with NHS Boards

Brian Cavanagh, former chair of NHS Lothian and City of Edinburgh Councillor, brings his unrivalled expertise and knowledge of health services and local authorities to lead this event

The event aims to:

- assist you to develop strategies for increasing your influence on and engagement with the NHS
- develop your own framework for achieving this

Date & location of event

**Tuesday 31st August**

**Aberdeen Foyer, Marywell Centre  
Marywell Street  
Aberdeen AB11 6JF**

To register:

Tel: 0131 225 7290

Email: [mail@vhscotland.org.uk](mailto:mail@vhscotland.org.uk)

Online: [www.surveymonkey.com/s/W7PR7Z2](http://www.surveymonkey.com/s/W7PR7Z2)

Supported by:

## About the seminar

Voluntary Health Scotland and Brian Cavanagh are jointly hosting this seminar which will cover the following themes:

- Health policy and the national context
- Policies for participation and engagement
- The mechanisms for decision making
- Relationships between Health Boards and Councils
- Promoting engagement: first principles
- Dealing with decision makers: styles and behaviours
- Getting your message across: key methods
- Making the most of engagement: 10 top tips

## Objectives of seminar

The objectives for the day will include:

- Increased awareness of current strategic health policy in Scotland
- Identification of the key players within Scottish Government and NHS Scotland
- Understanding of how the Direct Elections to Health Boards will work and the opportunities for engagement
- Increased awareness of how Health Boards operate and how to navigate Health Board's decision making process
- Increased confidence in influencing and engagement strategies
- Design of a best practice engagement framework for your organisation

## Who should attend?

- Members of voluntary and community organisations
- Councils for Voluntary Service & Volunteer Centres
- Members of Equality and Diversity groups
- Social Enterprises

## Feedback from previous seminars

*'Very useful and relevant - would recommend this to colleagues'*

*'An insider's view does provide useful insight'*

*'Very helpful, useful reminders'*



## Registration

To register for this seminar please either fill out the registration form on this flyer and return to Voluntary Health Scotland or complete the online registration at:

[www.surveymonkey.com/s/W7PR7Z2](http://www.surveymonkey.com/s/W7PR7Z2)

It is advisable to book early as interest in the seminar is high and places will be limited.

## Cost

Voluntary and community organisations with a turnover of less than £100K per annum: **£20**

Voluntary and community organisations with a turnover of up to £250K per annum: **£45**

Voluntary and community organisations with a turnover more than £250K per annum: **£65**

*\*Full members of VHS receive a 10% discount*

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### Objectives for the day

- To raise awareness and understanding of how the local NHS works
- To provide an insider's guide to influencing effectively
- To highlight best practice approaches
- To provide a framework for your organisation's influencing and engaging strategy

### Programme

<b>9.30 - 9.55</b>	<b>Registration</b>
<b>10.00 - 10.05</b>	<b>Welcome and purpose of the day: Brian Cavanagh, seminar leader</b>
<b>10.05 - 10.20</b>	<b>The role of Voluntary Health Scotland</b>
<b>10.20 - 10.40</b>	<b>Session 1 - Scene setting</b> The changing policy environment Role and responsibilities of Scottish Government How the Scottish Government Health Directorate operates The introduction of Direct Elections pilots
<b>10.40- 11.20</b>	<b>Session 2 - Understanding how your NHS works</b> What are the responsibilities of your Health Board How does it operate and make decisions Key players – and the role of local government in health
<b>11.20 - 11.30</b>	Tea & coffee
<b>11.30 - 12.15</b>	<b>Session 3 - How to influence and engage with local NHS structures</b> Building influence - getting your message across Understanding and influencing decision making Styles and behaviours Winning advocates for your cause
<b>12.15 - 12.45</b>	<b>Session 4 - Question and answer session</b> Opportunity for participants to share their experiences of working with the NHS Board and Community Health Partnerships
<b>12.45 - 1.30</b>	Soup and sandwich lunch
<b>1.30 – 3.00</b>	<b>Session 5 – Achieving good practice</b> <i>Participants are invited to bring case studies to build a good practice model</i> Case studies of good and bad practice Top tips for building a great engagement strategy
<b>3.00</b>	Close

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### Seminar leader: Brian Cavanagh

Brian is a certified business coach with ActionCOACH and has an extensive background in strategic leadership and change management across the public, private and not-for-profit sectors. Brian was the Executive Chairperson of the second biggest Health Board in Scotland with a budget of £1.2 billion and a work force of 27 thousand employees.



Brian Cavanagh  
Calibrate Ltd  
Executive and Business Coach

200 Ard Easmuinn  
Dundalk  
County Louth  
Ireland  
Main: +353 42 9386359  
Website: [www.actioncoach.com/briancavanagh](http://www.actioncoach.com/briancavanagh)  
Email: [briancavanagh@actioncoach.com](mailto:briancavanagh@actioncoach.com)

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### Seminar venue & directions: Aberdeen, 31<sup>st</sup> August 2010

The *Invest to engage* seminar will be held in the Aberdeen Foyer Marywell Centre, which is centrally located, opposite the College Street multi storey car park which serves Aberdeen Railway Station.

For those of you wishing to use satellite navigation the postcode is AB11 6JF.

For those of you wishing to travel by train Aberdeen station is only a few minutes walk from the venue.

More information on the Aberdeen Foyers Marywell Centre can be found at [www.aberdeenfoyer.com/marywell.html](http://www.aberdeenfoyer.com/marywell.html)

Marywell Training & Conference Centre  
Marywell Street  
Aberdeen  
AB11 6JF  
Tel: 01224 212924

## Registration form

# Invest to engage: enhancing connections with the NHS

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## Delegate details

Name \_\_\_\_\_

Organisation \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Tel \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Special requirements (e.g. mobility, access, hearing, vision, diet etc)

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VHS member? Yes / No

**Registration deadline: Tuesday 17<sup>th</sup> August**

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## Seminar date & location

Tuesday 31<sup>st</sup> August 2010

Aberdeen Foyer, Marywell Centre, Marywell Street, Aberdeen AB11 6JF

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## Seminar fees

Please select your rate from the following:

*\*Full members of VHS receive a 10% discount*

Voluntary and community organisations with a turnover of less than £100K per annum: £20

Voluntary and community organisations with a turnover of up to £250K per annum: £45

Voluntary and community organisations with a turnover more than £250K per annum: £65

The seminar fee includes refreshments and lunch.

Please make cheques payable to Voluntary Health Scotland and send with completed form to:

Voluntary Health Scotland, 35 Melville Street, Edinburgh EH3 7JF

Email: mail@vhscotland.org.uk Fax: 0131 220 9940

If you require an invoice please tick box and give relevant address

Electronic payments to: Unity Trust Bank, Account No: 20145686, Sort code: 08-60-01