

Engaging Communities



**YOUR
WAY...**

**Let's get
better
together**

Engaging Communities



- What approaches do we use to engaging communities?

What is the difference between Consultation, Engagement, Participation and Involvement?



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- On your tables discuss the questions and using the flipchart put your answers.
- After 15 minutes we will have some feedback

Consultation is...

- *‘The act or process of consulting’*
- *‘A conference where views are given or advice exchanged’*



Engagement is...

- ***‘The act of engaging’...***
- ***‘Something that serves to engage, a pledge, an agreement, bringing together parties’***

Participation is...

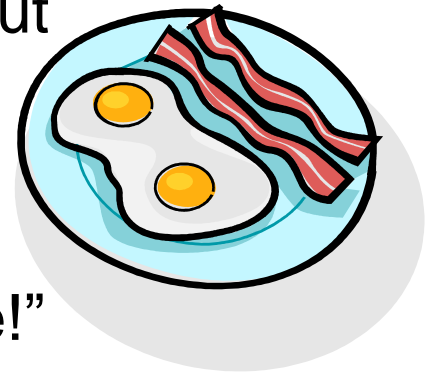
- ***‘The act of taking part or sharing in something’***

Involvement is...

- ***'Inclusion'***
- ***'Participation'***
- ***'Connection'***
- ***'Association'***

The Farmer's Breakfast

- It was the farmer's birthday and the animals wanted to give him a nice cooked breakfast as a present. When it was suggested everyone was happy except for the pig who was looking very unhappy. "Why are you unhappy said the chicken to the pig?"
- "Well said the pig, when we come to do the breakfast we will **Consult** with the farmer about what he wants; we will all be **involved** in the delivery with the cow giving the milk and the chicken giving the eggs. The only one truly **engaged and participating** is going to be me!"



The NHS Duty to involve - History

- Real Impetus since 2000
- Choosing Health (2004)
- The NHS Act (2006)
- The Local Government and Public Involvement in Health Act (2007, 2009) **Section 242(1B)**
- The NHS Constitution (2009)
- Healthy Lives, Healthy People (2010)
- **The Localism Act (2012)**
- **The Public Services (Social Value) Act (2013)**

A Duty to Consult the Public

- Section 242 (1B) of the NHS Act 2006, as amended by the Local Government and Public Involvement in Health Act (2007)
- *Each relevant English body must make arrangements, as respects health services it is responsible for, which secure that users of those services either direct or indirect....in*
- *A) the planning of provision of those services*
- *B) for the development of proposals for changes in those services*
- *C) decisions affecting the operation of those services*

The Duty to Involve - History

- **The operating framework for the NHS in 2008/09**

“Commissioners have a responsibility to ensure that their local communities have the opportunity to be fully engaged in the decisions they take.....”

- **Our NHS, our future: Leading local change (May 2008), one of Lord Darzi's reports tells people:**
- **“You will be involved. The local NHS will involve patients, their carers, the public and other key partners. Those affected by proposed changes will have a chance to have their say and offer their contribution.”**
- **The NHS Constitution (published in 2009) will make it clear to patients that they have a right to be involved in planning and developing services provided by the NHS.**

The Council

- Historically duties and powers
- Public Services (Social Value) Act - 2013
 - How might improve well-being through buying
 - Applies to all public bodies
- Localism Act - 2012
 - Right to Challenge
 - Right to bid for assets
 - Neighbourhood planning

Number of 'health' contacts with the public every day:

Community Members ???

GP or Practice Nurse 890,000

Total Community Contacts 315,000

Leisure Centre Staff ???

Out-patient attendances 122,000

Advice Workers ???

NHS Dental treatment for adults 74,000

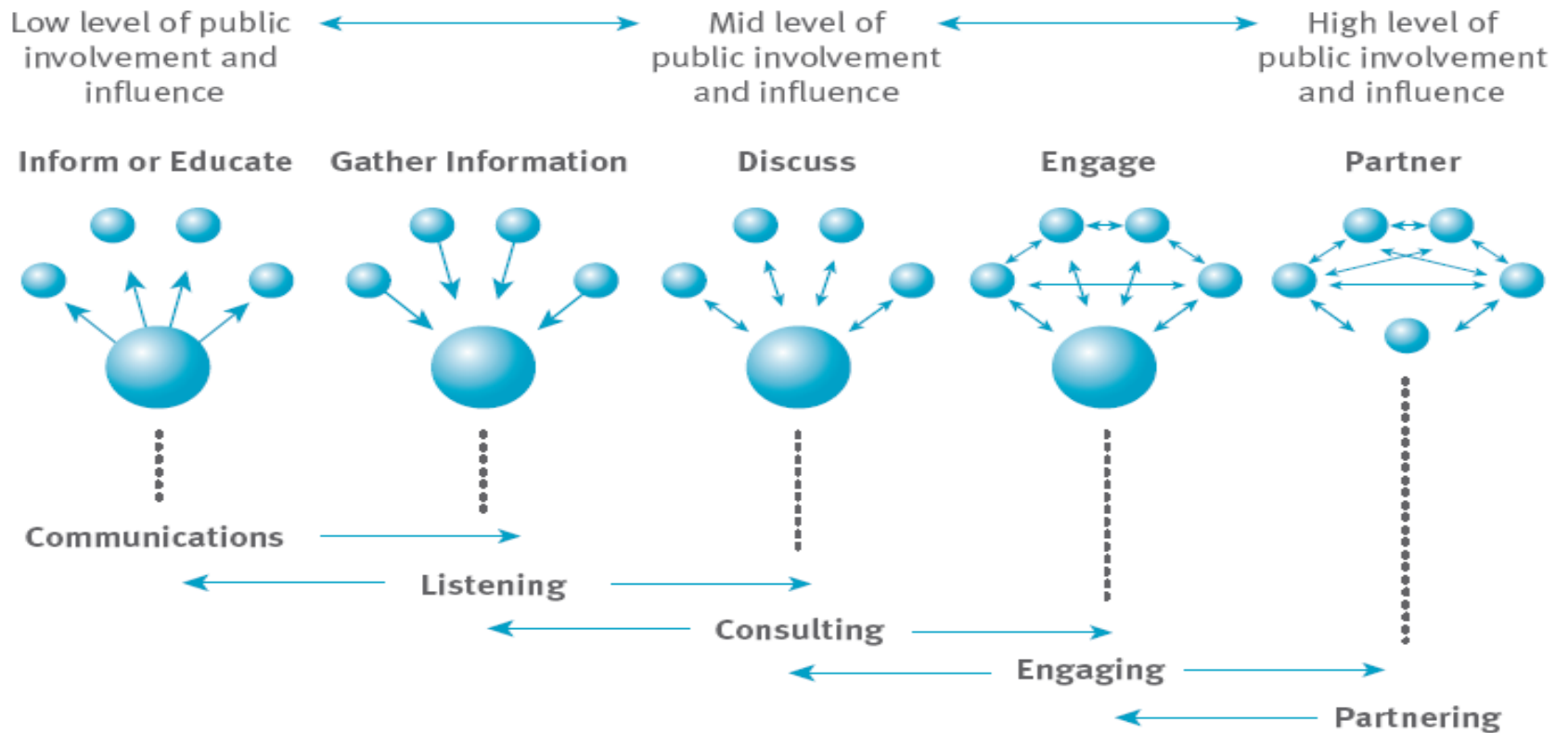
Housing workers ???

Walk in centres 4,000

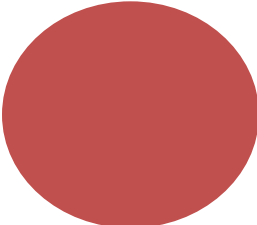
Environmental health officers ???

Ward attendances 3,000

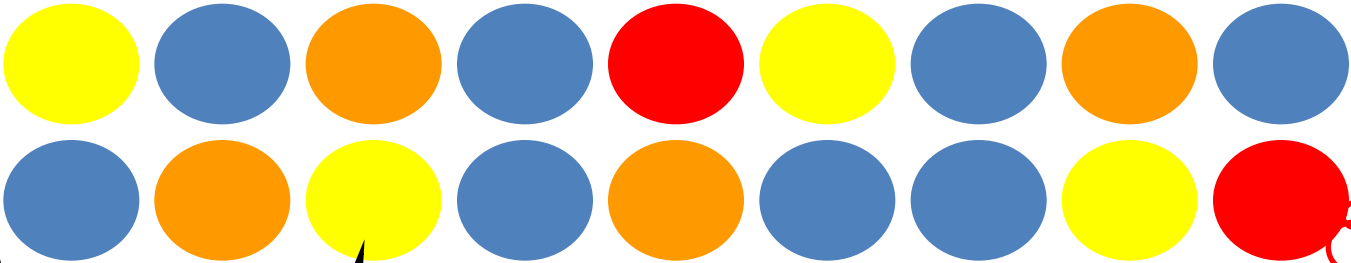
Health Canada's Continuum of Involvement



The Importance of Segmenting



We need to close the community hospital



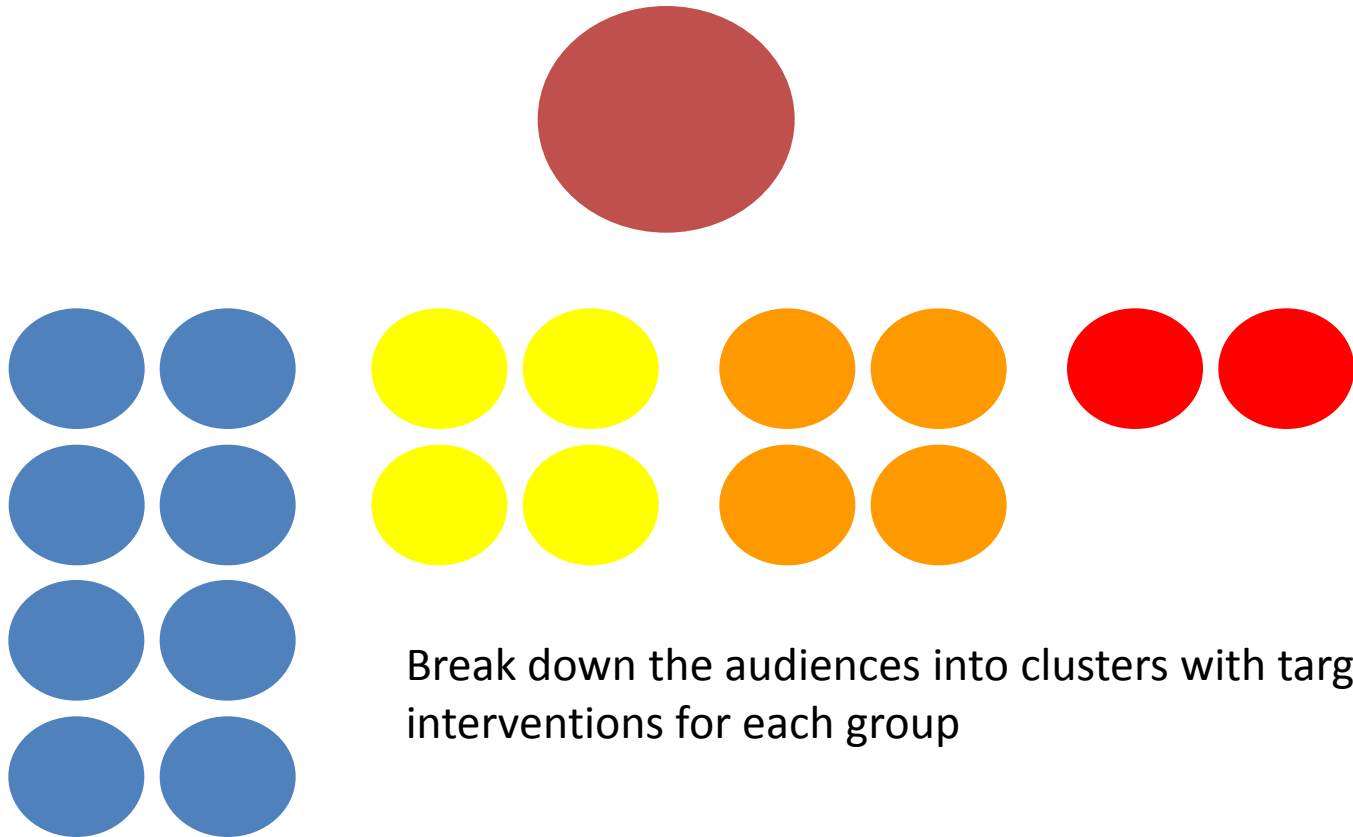
YAWN -
Tick box
exercise

I have to
travel a long
way

I will have to
reduce the
number of clinics I
provide

Fabulous – I'm up
for this! great
opportunity to
overhaul services

The Importance of Segmenting



Break down the audiences into clusters with targeted interventions for each group

PPI impact – The Different Audiences

Patients (inc carers)

**Better health
outcomes**

Increased satisfaction

**Appropriate use of
health services**

**Shared
responsibilities**

Staff

**Improved
relationships**

Flexible services

**increased job
satisfaction**

**Development of skills
and confidence**

Less burnout?

Organisation

**Drive up Patient
Volumes**

Improve quality

**Improve
operational
efficiency**

**Improve financial
outcomes**

Going back to your list can
you group them into Segments?

Methods of Engagement

- Why are you involving people?
- What are your aims and goals?
- What have you done before in this area?
- What has worked and what has not worked?
- What resources (money, people, time) do you have at your disposal?
- Which segments of the community do you need to involve?
- Evaluation – how do you know it works?

Going back to your task
how will you engage your groups?

Terms and Approaches

- Social Capital
- Asset Based Community Development
- Asset Mapping
- Neighbourhood Planning
- Planning for Real

Some Challenges

- The 'Usual Suspects'

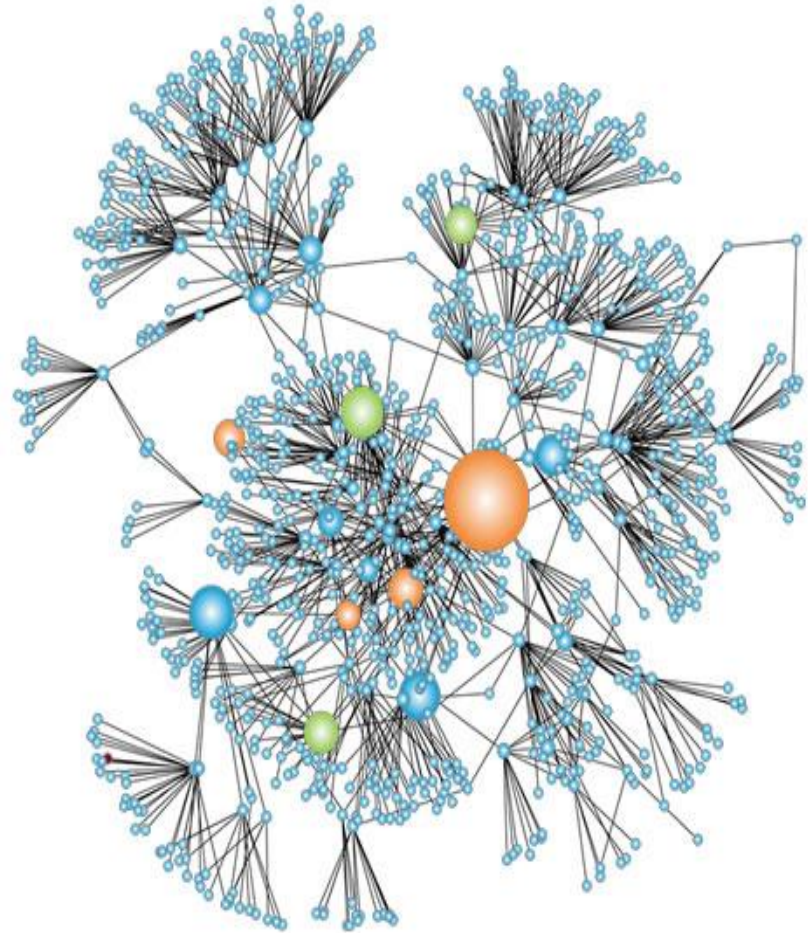
- Deliberative Engagement

Deliberation is an approach to decision-making that allows participants to consider relevant information, discuss the issues and options and develop their thinking together before coming to a view.

- Challenge from outside

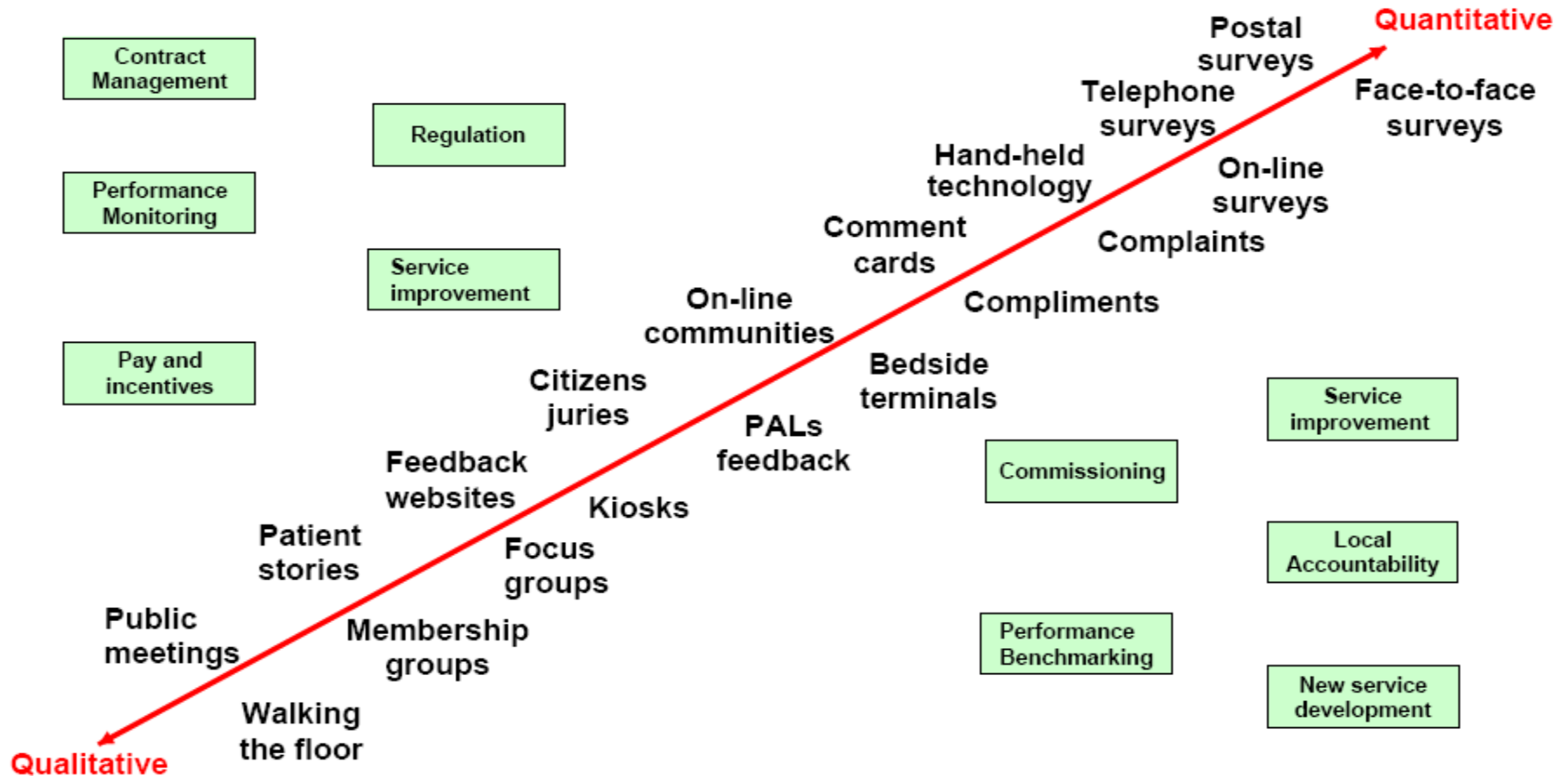
The Challenges

- Understanding communities' values
- Building trust
- Usual suspects
- Insight and intelligence
- What is important to people
- Facing the issues
- Speaking the same language
- Effective conversations
- Message carriers
- Different types of communications
- Frontline staff
- A corporate approach
- Working together
- More for less



The key is to gather feedback in a variety of ways and at different times

And to use this to inform different types of local decision



**“People are not
the problem, they
are the solution”**

People as Solutions



People as Solutions 2



In Summary

- No one method of collecting feedback or consulting will reach every group and no one method is suitable or preferred by everyone
- A key component of patient enthusiasm for feedback is the power they are given to improve things for other patients
- Try different approaches - use of kiosks, hand held devices, patient interviews, patient surveys, telephone interviews.
- Involve patients, carers and staff across the commissioning cycle
- **Guidance on the section 242 consultation duty: “Real Involvement : Working with People to improve health services**
- **Case Studies of Challenges: www.casecheck.co.uk**
- **Latest Guidance from NHSE : Transforming Participation in Health and Care, “ The NHS belongs to us all” September 2013**

Conclusion

- Why are you involving people?
- What are your aims and goals?
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Break



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